WHAT ARE THE FACTORS AFFECTING REPEAT PURCHASE INTENTION OF PEOPLE IN BANGKOK TO ORDER FOOD VIA ONLINE PLATFORM?

XIAO YUAN

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……..…...……....
Miss Xiao Yuan
Candidate

.....	.....
Asst. Prof. Chanin Yoopetch, Ph.D., Advisor	Asst. Prof. Winai Wongsurawat, Ph.D. Chairperson
.....	.....
Duangporn Arbhasil, Ph.D. Dean College of Management Mahidol University	Prof. Barbara Igel, Ph.D. Committee member

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XIAO YUAN 5949068

M.M. (ENTREPRENEURSHIP MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASST. PROF. CHANIN YOOPETCH, Ph.D., ASST. PROF. WINAI WONGSURAWAT, Ph.D., PROF. BARBARA IGEL, Ph.D.

ABSTRACT

With the rapidly increasing smartphone penetration and wider and wider internet coverage in Thailand, online food ordering becomes a more and more popular lifestyle of people in this era. Online food delivery is regarded as one of the most promising market in Thailand, but it is still in the early stage along with lots of challenges and difficulties. As for online food platforms, the problem is how to get through these difficulties and ahead of other competitors in this stage. Customer repeat purchase is one of the most important origins making profit for a business. It is critical for survival and sustainable development of a company. Based on that, this research focus on the factors affecting repeat purchase intention of people in Bangkok to order food via online platform and established the appropriate framework in order to find the answers. Basically, it was analyzed from two dimensions, which are 5 factors (perceived quality, perceived value, perceived risk, customer loyalty and repeat purchase intention) and demographic factors.

KEY WORDS: O2O food Delivery Service/ Perceived Quality/ Perceived Value/ Perceived Risk/ Customer Loyalty/ Repeat Purchase Intention

87 pages

CONTENTS

CONTENTS (cont.)

LIST OF TABLES

LIST OF FIGURES

CHAPTER I
INTRODUCTION

1.1 Background of the Study

The ancient Chinese says, "Food is the paramount necessity of people". It tells us the importance of food for people since ancient times. Nowadays, with the rapidly emerging online business and smartphone penetration, ordering food online, as one of major models of online to offline commerce (O2O), becomes a more and more prevailing lifestyle among consumers in the catering industry in Asia, especially in China. It brings a lot of opportunities to the business, of course, along with not a few challenges.

However, in Thailand, it is believed that online food delivery business is still in the early stage and has much potential space to grow. It arouses my great interest in this field and makes me eagerly want to explore and learn more about current situation of online food ordering business in this society,

Figure 1.1 Percentage of population aged 6 years and over who used information and communication technology in 2012-2016

Source: National Statistical Office of Thailand.

According to data of the 2016 household Survey on the use of Information and Communication Technology that released by the National Statistical Office of Thailand (shown as the Figure 1), there were 51.1 million of mobile phone users (around 81.4%) among 62.8 million of population aged 6 years and above. Compared to the decreasing proportion of computer users, smart phone users have rapidly marched upward year by year from 2012-2016, and increased to 31.7million (around 50.5%). It shows that smartphones get more and more popular among people in Thailand in the circumstances that the Internet becomes more and more accessible to people nowadays. It brings a lot of opportunities to the online food delivery business.

1.2 Statement of Problem

Nowadays, the pace of people's life has become more and more rapid with technological advancements, especially people in urban cities. With the addition of increasing smartphone penetration and wider Internet coverage in Thailand, people tend to seek for more convenient and time-saving products or services via online platforms. Ordering food online is one of the most promising and attractive markets, but also comes with lots of intense competition. However, compared to traditional catering, online food delivery in Thailand has not been successful and its market is still in the early stage. (Bangkok Post, 2017) Therefore, it is essential to understand the customer behaviors and perceptions on online food ordering in order to better meet the demands and expectation of customers. This research will identify influential factors affecting their decision on ordering food online.

Although there have been varieties of researches discussing about the development of online food ordering in different countries, the study of online food ordering behaviors and experience of people in Thailand, especially in Bangkok, is still scarce and limited. Hence, this study will try to fill the gap and enrich the research dimensions in this field.

1.3 Scope of the Study

This study aims to investigate customers' experience and analyze their behaviors in order to find influential factors affecting their decision on ordering food online. It involves how a person makes a decision to order food online, and the extent to which a person accepts online food delivery service. This research also intends to identify the relationships among some determinant factors which facilitate the utilization of online food ordering in Bangkok and also explore the differences of customer behavior among different groups regarding demographic factors. To properly analyze customer experience and customer behavior, the five key factors will be used to analyze and discuss in this research, which are perceived quality, perceived value, perceived risk, customer loyalty and repeat purchase intention respectively. Because these factors play significant roles in the process of customer usage/purchasing decision. The concept of each factor will be clarified and discussed later based on some existing relevant researches or publications.

1.4 Research Questions

1 Which aspect that customer consider as the most important in terms of perceived quality, perceived value, and perceived risk, customer loyalty and repeat purchase intention?

2. What are the relationships among perceived quality, perceived value, and perceived risk with customer loyalty regarding online food ordering in Bangkok?

3. What are the relationships among perceived quality, perceived value, and perceived risk with repeat purchase intention regarding online food ordering in Bangkok?

4. What are the relationships between customer loyalty and repeat purchase intention regarding online food ordering in Bangkok?

5. What are the differences of customer behavior among different groups in terms of demographic factors?

1.5 Objectives of Research

1. To identify which aspect that customer consider as the most important in terms of perceived quality, perceived value, and perceived risk, customer loyalty and repeat purchase intention.
2. To identify the relationships among perceived quality, perceived value, and perceived risk with customer loyalty regarding online food ordering in Bangkok.
3. To identify the relationships among perceived quality, perceived value, and perceived risk with repeat purchase intention regarding online food ordering in Bangkok.
4. To identify the relationships between customer loyalty and repeat purchase intention regarding online food ordering in Bangkok.
5. To identify the differences of customer behavior among different groups in terms of demographic factors.

1.6 Anticipated Benefits of the Study

This study of customer behavior regarding online food ordering in Bangkok will help the existing business owners or intending players to better understand customer behavior in terms of perceived quality, perceived value and perceived risk, and more effectively maintain customer loyalty in a practical way by utilizing useful information and findings from this study. Thus, it will enhance repeat purchase intention of customers to order food online in the future. Meanwhile, based on the information and results of the research, Thai government may also modify their strategies to overcome some possible obstacles faced by all involved stakeholders.

1.7 Structure of Research

This research will be structured into 5 sections which are Introduction, Literature Review, Research Methodology, Data Analysis and Recommendations & Conclusion respectively. The introduction part will include the rationale of this study (as above described). And then the definition of several significant factors will be described in detail based on some relevant existing publications. It is worthy to mention that the

quantitative method (questionnaire/survey) will be adopted as the research methodology, and at least 200 people who had experienced ordering food via online platform over the past 6 months in Bangkok, including local Thai people and expatriates, are expected to be involved in this survey in order to get the data as persuasive as possible. After that, Excel and SPSS software will be used as a tool to filter, classify and analyze the collected data, and the dominant factors affecting people in Bangkok to order food online will be found out in this section. At last, the recommendations will be advised based on the results to properly promote the O2O food delivery service in Thailand.

CHAPTER II
LITERATURE REVIEW

In this part, some key words and factors will be discussed and defined by referring to some related studies which have been conducted by other researchers. Additionally, during reviewing the literatures, some research questions in terms of each factors will be also developed in this section.

2.1 Overview of O2O Food Delivery Service

2.1.1 Definition of O2O

With the popularity of Internet (especially mobile Internet) and the support of big data, e-commerce has a sound development momentum, and it gets more and more convenient for customers to purchase products or services online. Under this circumstances, the models of e-commerce also constantly are developed and becomes more and more diversified. Initially, it could be categorized from B2B (Business to Business), B2C (Business to Consumer), C2C (Consumer to Consumer), and then even to C2B (Consumer to Business), Business to Government (B2G), Government to Business (G2B) and Government to Citizen (G2C), etc. However, each model has some disadvantages emerged while applying in the real business. For instance, products or services shown on website are visual and untouchable, and sometimes the information is asymmetric to the real one; and the products are damaged during the process of delivery. With the construction development and popularization of the network informatization in the world, a new concept has been brought and applied into e-commerce, i.e. Online to Offline (O2O).

The concept of O2O was raised in an acritical named “Why Online2Offline Commerce Is A Trillion Dollar Opportunity” which was written by Alex Rampell, the CEO and founder of TrialPay in August 2010 (Techcrunch, 2010). The main point of O2O

is to find consumers online and entice them to purchase in physical stores. This concept combined the advantages of both the modern online platforms and the traditional offline business by integrating them as perfectly as possible in order to make full use of resources of both sides. It's basically an online and offline bidirectional operation. In a nutshell, the online platform is a network sale or representative who provides product information of offline physical store, or sometimes cash discount or voucher, to the internet users (potential consumers) who might be interested in it. The online consumers can go through the product details, and just buy and pay online and then enjoy the products or services in the physical store.

2.1.2 Definition of O2O food delivery service

Nowadays, catering service becomes a market with fierce competition but giant growth potential in the field of Internet and e-commerce. Plenty of investors who want to apply the O2O concept are scrambling to try to possess a piece of the pie in this dining table. However, it is not just a dining table, but also a brutal battleground with intense competition. As we already gave the definition of O2O in the previous part, now we can easily identify what O2O food delivery service is. Specifically, it could be defined that caterers effectively integrate the resources of offline catering and build their own online platform or resort to the third party's platform to spread their message that they would like to communicate with customers, based on what they need, in order to entice them to order food online (and maybe pay online) and delivery to customers' doorstep from their restaurants, which is also called O2O takeaway service. The online platform is mainly operated with two types, i.e. online and application. Both of them are the intermedia to connect the customers with the caterers. In another word, online food service is provided via platform with own or third party's logistics. (Mei Yu Zhou, Pei Xu, and Pei Long Liang, June 2016).

2.1.3 Current situation and development trend of online food service in Thailand

Over recent several years, the O2O online food service has been booming in Asia. In some countries, it even has changed the living habit of people, especially in China. And Thailand is not an exception because of the traffic jams, busy work and

study, the increasing number of internet users and the changes of lifestyle of people, and so on. According to the report: “A new delivery Satisfying Southeast Asia’s appetite through digital” posted by David and Charles in September 2016, packaged food and drink online retail in ASEAN-6 has developed rapidly over the last five years. Thailand is expected to have the highest increment in CAGR among the SEA 5 countries (see Figure 3.1), which means that Thailand has a really huge market potential. At present, apart from restaurants which have their own platform to provide online food deliver service to their customers with or without delivery charge, such as KFC, McDonald, Pizza Hut, the Pizza Company, OOTOYA, S&P, etc., there are several online food delivery service companies which have signed up with hundreds of restaurants as the third party platform to provide users with a large of variety of cuisines options, especially five leading companies: Food Panda, Line Man, UberEats, Ginja and ChefsXP. It shows that the online food delivery service attracts a lot of people to invest because of its tremendous business opportunities in this context while it shows the fierce and rigorous competition in this industry.

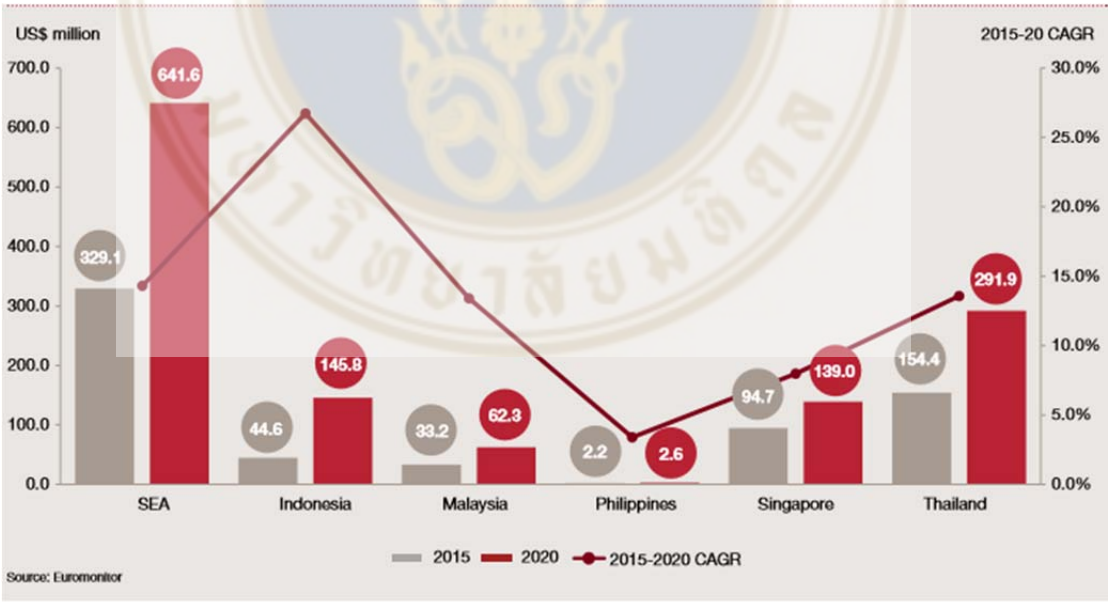


Figure 2.1 Online retailing of packaged food and drink set to grow rapidly Size of packaged food and drink online retailing market, 2015 vs. 2020

This study only focuses on Thailand, basically Bangkok. Because Bangkok is the largest city which has a larger population base and relatively sound operation condition and system, compared to other provinces in Thailand. Furthermore, Bangkok is also the widest coverage area of most online food delivery companies. Therefore, this destination chose is relatively typical and accessible for the process of research conduct.

2.2 Definition and description on Each Key Factor

2.1.1 Perceived quality

Perceived quality is one of the most critical factors which can influence customers' purchase decision and measure customers' satisfaction (Baltas & Argouslidis, 2007; Bao et al., 2011). According to Zeithaml (1988), the actual quality is a specific attribute of product or service, whereas, perceived quality is consumer's judgement or perception on the overall superiority of a product or service. Especially, service is relatively more abstract and intangible. Perceived service quality can be defined as customers' expectations in perception which is different from the actually performed service. (Cronin, 1990) Besides, service quality is measured with five dimensions (tangibles, reliability, responsiveness, assurance and empathy) known as the SERVQUAL tool, which was first raised by Parasuraman et al. (1988) . It has been widely adopted by many companies to measure customer satisfaction in order to further improve service quality. However, the dimensions were also in dispute as they may vary based on different types of service sectors (Babakus & Boller, 1992).

For online food delivery service, platforms are the main point which can be divided into two parts: online and offline. Accordingly, in this research, the two dimensions in terms of perceived quality will be adopted to measure the degree to fulfill the demand of users for platforms, which are perceived online platform service quality and perceived merchants (i.e. product/service providers)' product and service quality (Geng, 2017). Perceived online platform service quality focuses on the overall evaluation to the platform service from customer experience, including enquiries before and/or after ordering food, recommendations and responsiveness from customer service center or intelligence system, and feedbacks/reviews & complains, and so on, while perceived merchants' product

and service quality includes the speed of response to orders, the quality and taste of food, the distribution of ordered food, and the remedial measures or actions on service mistakes, etc.. Then, based on the factors that this research focuses on, the following statements about the extent to which the customers (stated as "I") agree were adapted from existing measures (Geng, 2017), (*Notes: online food delivery platform includes both O2O website and applications.)

Perceived online platform service quality

- I could receive the reply on time from the customer service center of online food delivery platform in my previous order experiences.
- I could receive proper recommendations from the online food delivery platform based on my requirements.
- The customer service center could effectively solve the problems that I faced in my previous order experiences.
- I believe that the provided information about products or services on the food delivery platform is reliable.
- I believe that feedback or reviews on the food delivery platform are authentic and reliable.

Perceived merchants' product and service quality

- I believe that the merchants on the food delivery platform provide fresh, hygienic and tasty food and drinks.
- I believe that the merchants have been possessed of reliable business qualification.
- I believe that the food delivery men is polite, reliable and dress properly.
- I believe that the facilities of food delivery is advanced and modern enough to ensure the process of food distribution smoothly.
- I could receive what I order from the merchants on time.
- The merchants could flexibly arrange food delivery time based on my request.
- The merchants could take remedial actions on time when service mistakes occur.

2.1.2 Perceived value

Because perceived value plays a vitally important role in meeting customer satisfaction for the companies, to date, quite a few antecedent researchers have explored the concept and definition of perceived value. The relatively new research that mentioned perceived value is “Brand Credibility, Perceived Quality and Perceived Value: A Study of Customer Satisfaction” wrote by Manisah Norazlina and Fadilah in 2017, they defined it as the value of product or service in terms of its price in the eyes of customers. In addition, according to Patterson & Spreng (1997) , perceived value can be defined as the overall evaluation of customers on the net benefit of a product or service that they received on perception, and also pointed out that value mediates in affecting customer repeat purchase behaviors through satisfaction. However, the statement of Zeithaml (1988) has been widely identified, i.e.

“Perceived value is the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given.”

Borrowing the definition by Zeithaml, in this research, the perceived value of takeaway O2O users is considered as the overall subjective assessment and perception of users based on the online food ordering and dining experience by comparing what they are provided in the process with what they input (e.g. money, time, effort). Based on this direction and existing researches, the level of agreement or disagreement with each of the following statements is going to explore among the customers (stated as “I”) to measure this factor (Geng, 2017):

- Compared to what I was provided by the food delivery platform, I perceive that the amount of money I paid does worth.
- Compared to what I was provided by the food delivery platform, I perceive that time I spent does worth.
- Compared to what I was provided by the food delivery platform, I perceive that the effort that I made does worth.
- Compared to what I was provided by the food delivery platform, I perceive that overall what I was provided does worth.

2.1.3 Perceived risk

Perceived risk which is a psychological concept was first introduced by Bauer in 1960 to apply in marketing literature to study consumer behaviors. He defines perceived risk as the feeling of uncertainty that customers face and the unforeseeable consequence of their purchased decision. Later on, based on Bauer's proposal, Cox. & Rich (1964) proposed that perceived risk is the degree of uncertainty and worry of making a mistake when a customer makes purchase decision. It demonstrated that perceived risk has typical effects on early stage of customer buying process (Zeithaml and Bitner, 2003). In this research, by combining the characteristics of O2O catering platform, perceived risk is defined as the possibly bad consequence that customers anticipate while using the online food ordering platforms. It mainly includes payment account security, privacy leakage and the discrepancy between the information online and the real provided products or service offline. Therefore, the following aspects are expected to explore among the customers (stated as "I") adapted from the existing research (Yu, 2016):

- I worry that my personal privacy information is leaked or divulged while using the food delivery platform.
- I worry that the products (food & drinks) offered are not consistent with what described on the food delivery platform.
- I worry that the services (including online platform & food delivery) provided are not consistent with what described on the food delivery platform.

2.1.4 Customer loyalty

Customer loyalty is a core factor of making profit for retail business. There are many definitions of customer loyalty in the literature. Jacoby (1971) proposed that customer loyalty is a kind of behavioral preference on attitude or psychology of customers. The statement which is widely believed is from Oliver (1997), i.e. customer loyalty is affective commitment of customers to the preferred enterprises or brands and strong willingness to long-term and repeat purchasing products or services under the enterprises or brands. And it is divided into two dimensions, which include behavioral and attitudinal (Oliver, 1999) Based on this description, customer loyalty of the food delivery platform can be defined as consistent loyalty in both behavior and attitude. According to Best (2005), customer loyalty can be measured by three components: customer satisfaction,

customer recommendation and customer retention. Hence, the following statements based on these three components are raised to explore among customers (stated as “I”) in the later stage (Zhang, 2017):

- I am willing to have long-term relationship with my preferred online food platform.
- I have a higher frequency to order food on my preferred platform than other platforms.
- I am willing to continue ordering food on my preferred platform although the price is increased in order to enhance quality of product or service.
- I often recommend my preferred platform to my friends or relatives.

2.1.5 Repeat purchase intention

According to Jones and Sasser (1995), repeat purchase intention is described that customers have future intentions to repurchase same product or service. Although it comes with uncertainty and probability of repurchase, it is a reliable indicator of future purchasing behavior and a valuable measure in the customer relationship. Inducing customer repeat purchase intention can effectively increase profits and reduce costs (Reichheld and Sasser, 1990) . In the context of this research, we can define repeat purchase intention as the future intentions of customers to reorder food online via the food delivery platforms based on the past online-food-ordering experience. In addition, based on the existing researches, the below statements from the perspective of the online delivery platform are going to investigate among customers (stated as “I”) (Geng, 2017):

- In the future, I will continue ordering food via online platform.
- In the future, I will still order food via online platform even though there are other food ordering options existing, such as walk-in, phone calls, email, etc.
- In the future, I’m willing to recommend my family and friends to order food via online platform.

CHAPTER III
RESEARCH METHODOLOGY

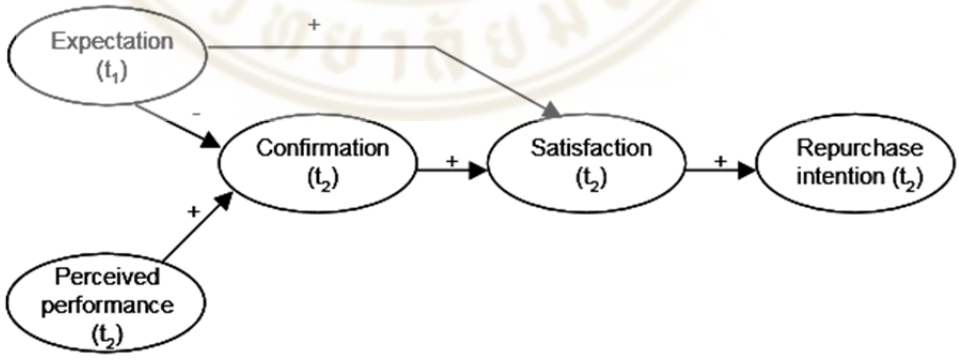
3.1 Data Collection

In order to measure and test the factors that stated above, a quantitative survey was generated and undertaken based on the identified salient factors. And normally using a questionnaire is a relatively question-oriented and economic method of data collection, and can be widely distributed to the population via Internet. And most of the measurement questions were adapted from and developed based on the antecedent literatures to fit the context of online food ordering in Thailand, such us from Yu (2016), and Geng (2017). The items of questionnaire is listed in Appendix A. The first page of the questionnaire explains the purpose of this study, terminology, incentive offering and ensures confidentiality. Then, it follows by construction part and ends up with demographics of the participants.

It was conducted in Bangkok which has the most population in Thailand and the widest coverage area of most online food delivery companies. The target population for this research was people in Bangkok who had experienced ordering food online over the past 6 months in order to be more presentative. This population of respondents was chosen because people in Bangkok mostly are busy in work or study and have less time to cook. They would have higher chances to order food online in order to save time after a long day of hard work. Besides, close-ended questions were applied in order to save time of the respondents while answering the questions. They can easily select the answers for each question which measured using the five-point Likert-type scale to express how much they agree or disagree with each of the preceding statements. And this research were distributed via Internet to access people in Bangkok as many as possible. Meanwhile, as an incentive, 5 Chinese commemorative coins of year of the Dog (2018) were randomly given to 5 participants who have completed this research as a thanks-giving gift.

3.2 Research hypotheses and structural model

Regarding repeat purchase intention, there are different models in terms of different aspects from the antecedents. The D&M model was proposed in 1992 and updated in 2003 by DeLone and McLean. It is a Success model in terms of Information System, which describes that repeat purchase intension of users depends on their trust on quality in terms of information, system and service within the e-commerce environment (DeLone and McLean, 2004). And later on, Han applied this model and conducted a research about determinants of repeat purchase intention in online-group buying, which indicates that how the factors of satisfaction with website, satisfaction with sellers, perceived quality of website, perceived quality of sellers, customer trust (in website and sellers) and reputation of website and sellers, impact repeat purchase intention (Hsu, et al., 2014). In addition, expectation-confirmation Theory (ECT) which was raised by Oliver (1980) describes how four constructs, including expectation, perceived performance, confirmation and satisfaction, affect repurchase intention (see figure 3.1) (Bhattacherjee, 2001). This model has been widely adopted by many researchers to study repeat purchase intention in several fields. Lee M (2010) applied this model to study the continuance learning behavior in the field of e-learning (Lee, 2010). And Hsu M, et al (2015) adopted it to explore the Determinants of Online Repeat Purchase Intention in terms of Online Group-buying in Taiwan (Hsu, Chang, and Chuang, 2015).



Note: t_1 = pre-consumption variable; t_2 = post-consumption variable

Figure 3.1 Expectation-Confirmation Theory

Source: Bhattacherjee (2001)

As this research tends to be an exploratory study, the model above was adapted considering the specific context. Some factors were replaced to explore the relationships among the factors affecting repeat purchase intention of people in Bangkok to order food via online platform. On the basis of the key factors stated in the preceding part, overall customers who perform future intentions to reorder food via online platform normally relate to three factors, which are perceived quality, perceived value and perceived risk that gained from the past online-food-ordering experience. Apart from that, the three factors may also have relationship with the mediating factor of customer loyalty which further relates to the factor of repeat purchase intention. Hence, the hypotheses guiding this research are proposed as follows,

H1: Perceived quality of both online platform service and merchants' product and service has a positive relationship on customer loyalty.

H2: Perceived value of product and service has a positive relationship on customer loyalty.

H3: Perceived Risk of product and service has a negative relationship on customer loyalty.

H4: Perceived quality of both online platform service and merchants' product and service has a positive relationship on customer repeat purchase intention.

H5: Customer loyalty has a positive relationship on customer repeat purchase intention.

H6: Perceived value of product and service has a positive relationship on customer repeat purchase intention.

H7: Perceived Risk of product and service has a negative effect on customer repeat purchase intention.

The following research framework is established based on the proposed hypotheses as depicted in Figure 3.2.

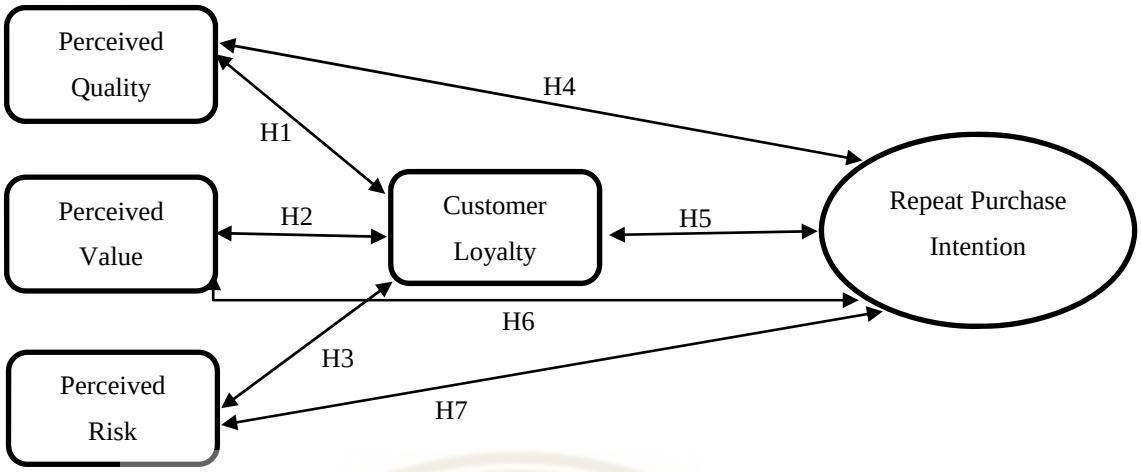


Figure 3.2 Research Framework

CHAPTER IV
DATA ANALYSIS

4.1 Basic Demographic Information of Respondents

The Google form finallyyielded 289 responses. After deleting disqualified and screened responses, a total of 212 valid responses were selected for data analysis. Among these respondents, the main group is Thai (80.7%) female (56.1%) between 21-30 years old (55.2%). And mostly they got a Bachelor degree (67.9%) and are private firm employees (66.5%) with monthly income between 25,001-35,000 Baht (25.5%). Most of them (50%) order food online 1 time or less per month on average. As shown on Appendix B, the questionnaire was considered to be widely distributed in Bangkok. The results indicate that the most favorite platforms are Food Panda and Line Man.

4.2 Research findings

The data analysis is divided into three steps. The first step is to find which aspect of each factor that customers value most in terms of online food ordering. The second step is to test the preceding hypothesis in order to find the latent relationship among the constructs. At last, the customer behavior among different groups is analyzed.

As different people have different evaluation on each measurement, by calculating mean of level of agreement with each measurement among 212 participants, the following items were received the highest level of agreement and were considered as the most important aspect compared to other items under each factor. (See as Appendix C)

Perceived online platform service quality: I could receive the reply on time from the customer service center of online food delivery platform in my previous order experiences.

Perceived merchants' product and service quality: I could receive what I order from the merchants on time.

Perceived value: Compared to what I was provided by the food delivery platform, I perceive that time I spent does worth.

Perceived risk: I worry that the services (including online platform & food delivery) provided are not consistent with what described on the food delivery platform.

Customer loyalty: I am willing to have long-term relationship with my preferred online food platform.

Repeat purchase intention: In the future, I'm willing to recommend my family and friends to order food via online platform.

The above results demonstrates that customers focus more on time consuming and convenience. It is probably because urban people mostly are busy and highly value time spending on their life. They expect to spend time as less as possible. However, they tend to be very concerned about inconsistency of "described" and "be-provided" service. In other word, they perceive that risk they afford in terms of service is high while service has characteristics of intangibility and variability. In addition to that, they have somewhat strong willingness to have long term relationship with their preferred online food platform in terms of attitude. However, from the perspective of the definition of customer loyalty that we discussed in the literature review part, customer loyalty performs on both attitude and behavior. Based on the results, it shows that their attitude is not completely consistent with their behavior including using frequency, customer recommendation which is in the slightly lower level agreement than their attitude on long term relationship. However, if the price is increased in order to enhance quality of product or services, their attitude on continuous purchase on preferred platform falls in between neutral and agreement, which is the lowest level of agreement among the measures of customer loyalty. Apart from that, with regard to repeat purchase intention, customers tend to recommend their friends and relatives to order food online in the future, which is closely followed by their own intention to repurchase in the future. The lowest level of agreement is the intention to order food online rather than other food ordering options. It indicates that online food ordering is still not enough attractive to the customers among the food ordering options.

In the second step of data analysis, the mean of each factor is calculated and used to run Pearson Correlations between the constructs and other constructs (Table 4.1)

in order to find relationships among them. Three models were adopted to test the hypothetical relationship.

The first one is to find the relationships among perceived quality (divided into perceived online platform service quality and perceived merchants' product and service quality), perceived value, perceived risk and customer loyalty. From the Table 1, it shows that perceived value has the strongest positive relationship with customer loyalty among perceived quality, perceived value and perceived risk. (r=0.560, Sig. = 0.000 <0 .05) Then, perceived online platform service quality (r = 0.446, Sig. = 0.000 < 0.05) and perceived merchants' product and service quality (r=0.448, Sig. = 0.000 < 0.05) follow but have slightly weak relationships with customer loyalty. However, the results show that the weights of perceived risk and customer loyalty are not significantly different (Sig. = 0.091).

The second model is to find the relationships between customer loyalty and repeat purchase intention. The results indicate that customer loyalty has a positive relationship with repeat purchase intention as the weights of them are significant different (r = 0.586, Sig. = 0.000 < 0.05).

The third model is to find the relationships among perceived quality, perceived value, and perceived risk with repeat purchase intention. The result shows that perceived online platform service quality has the strongest relationship with repeat purchase intention among them (r = 0.434, Sig. = 0.000 < 0.05) while perceived merchants' product and service quality and perceived value shows weak relationship with repeat purchase intention. However, there is no significant difference between perceived risk and repeat purchase intention (Sig. = 0.561 > 0.05), which means that perceived risk has no statistical relationship with repeat purchase intention.

Table 4.1 Correlations

		CL	RPI
platform (PQPF)	Pearson Correlation	.446**	.434**
	Sig. (2-tailed)	.000	.000
merchant (PQM)	Pearson Correlation	.448**	.388**
	Sig. (2-tailed)	.000	.000
PV	Pearson Correlation	.560**	.363**
	Sig. (2-tailed)	.000	.000
PR	Pearson Correlation	-.116	.040
	Sig. (2-tailed)	.091	.561
CL	Pearson Correlation	1	.586**
	Sig. (2-tailed)		.000

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Notes: platform (PQPF), perceived online platform service quality; merchant (PQM), perceived merchants' product and service quality; PV, perceived value; PR, perceived risk; CL, customer loyalty; RPI, repeat purchase intention.

The last step is to analyze the differences of customer behavior among different groups in terms of demographics factors. Because the consumer behavior and buying decision may vary from person to person based on his/her gender, age, nationality, education and income, etc. To conduct the data analysis, T-Test and one-way ANOVA on SPSS were adopted to measure and test statistical differences between two or more groups. T-Test was selected to analyze the population regarding gender and nationality while one-way ANOVA was selected to analyze the groups regarding age, education, occupation and monthly income. The constructs and measures are shown as Table 4.2.

Table 4.2 Constructs and measures

Construct	Measures
Perceived quality (Perceived online platform service quality)	
PQ1	I could receive the reply on time from the customer service center of online food delivery platform in my previous order experiences.
PQ2	I could receive proper recommendations from the online food delivery platform based on my requirements.
PQ3	The customer service center could effectively solve the problems that I faced in my previous order experiences.
PQ4	I believe that the provided information about products or services on the food delivery platform is reliable
PQ5	I believe that feedback or reviews on the food delivery platform are authentic and reliable.
Perceived quality (Perceived merchants' product and service quality)	
PQ6	I believe that the merchants (sellers) on the food delivery platform provide fresh, hygienic and tasty food and drinks.
PQ7	I believe that the merchants have been possessed of reliable business qualification.
PQ8	I believe that the food delivery men is polite, reliable and dress properly.
PQ9	I believe that the facilities of food delivery is advanced and modern enough to ensure the process of food distribution smoothly.
PQ10	I could receive what I order from the merchants on time.
PQ11	The merchants could flexibly arrange food delivery time based on my request.
PQ12	The merchants could take remedial actions on time when service mistakes occur.
Perceived value	
PV1	Compared to what I was provided by the food delivery platform, I perceive that the amount of money I paid does worth.
PV2	Compared to what I was provided by the food delivery platform, I perceive that time I spent does worth.

Table 4.2 Constructs and measures (cont.)

Construct	Measures
PV3	Compared to what I was provided by the food delivery platform, I perceive that the effort that I made does worth.
PV4	Compared to what I was provided by the food delivery platform, I perceive that overall what I was provided does worth.
Perceived risk	
PR1	I worry that my personal privacy information is leaked or divulged while using the food delivery platform
PR2	I worry that the products (food & drinks) offered are not consistent with what described on the food delivery platform.
PR3	I worry that the services (including online platform & food delivery) provided are not consistent with what described on the food delivery platform.
Customer loyalty	
CL1	I am willing to have long-term relationship with my preferred online food platform.
CL2	I have a higher frequency to order food on my preferred platform than other platforms.
CL3	I am willing to continue ordering food on my preferred platform although the price is increased in order to enhance quality of product or service.
CL4	I often recommend my preferred platform to my friends or relatives.
Repeat purchase intention	
RPI1	In the future, I will continue ordering food via online platform
RPI2	In the future, I will still order food via online platform even though there are other food ordering options existing, such as walk-in, phone calls, email, etc.
RPI3	In the future, I'm willing to recommend my family and friends to order food via online platform.

4.2.1 Gender (Appendix D)

After selecting out measures that the gender means are not significantly different (Sig. > 0.05), the table was generated as Appendix D. It indicates that there are statistically significant differences between males and females on these measures because Sig. (2-tailed) under them are less than 0.05. Regarding perceived quality, mean on the table of Group Statistics shows that females agree with the statements of PQ5, PQ6, PQ7 and PQ12 more than males. In terms of the construct of perceived value, females also have a higher level of agreement with the measure PV3 than males as the mean of males is less than mean of females. (3.68<3.97). Apart from that, the higher level of agreement of females than males also performs on the statements of CL2 and CL4 regarding the constructs of customer loyalty. In addition, the statements of RPI2 and RPI3 regarding repeat purchase intention receive higher volume of consentient voices from females than males as well.

4.2.2 Nationality (Appendix E)

As 171 respondents are Thai while 41 respondents are expatriates in Thailand, it is an essential point to analyze differences of customer behavior between these two groups. After deleting null results (Sig.>0.05), the qualified measures are shown on the Appendix E. Compared to Thai people, expatriates have lower level of agreement with the statements of PQ1, PQ2, PQ5, PQ7, PQ11 and PQ12 regarding perceived quality, the statements of PV2, PV3 and PV4 regarding perceived value, and the statements of CL1 and CL4 regarding customer loyalty, along with the statement of RPI3 regarding repeat purchase intention. In addition to that, in terms of perceived risk, the mean of expatriates on PR3 is at 3.44, which is higher than mean of Thai (3.01). It means that expatriates have more concerns than Thai people about consistency of service when ordering food online in Bangkok. By and large, expatriates are relatively less satisfied with online food ordering of Bangkok than Thai people in terms of these five factors.

4.2.3 Age (Appendix F)

There are five groups divided in the questionnaire, i.e. 20 years old or below, 21-30 years old, 31-40 years old, 41-50 years old and 50 years old or above. As there is only one participant in the group of 50 years old or above, the data of this participant

was merged with the group of 41-50 years old into the group of 41 years old or above in order to avoid error while running ANOVA. Therefore, there are statistics of four groups only shown on the Appendix F. (Group 1 = 20 years old or below; Group 2=21-30 years old; Group 3 = 31-40 years old; Group 4 = 41 years old or above.) The results indicate that there are significant differences between each two groups on many statements, and we can easily identify which group agree with the statements much more than the other group by comparing means of two groups on each measurement. For instance, in terms of the construct of perceived quality, the Group 3 performs higher level of agreement on the statements of PQ1, PQ2 and PQ10 than the Group 2, and on the statements of PQ4 and PQ11 than Group 4. In other word, the population of Group 3 who is between 31-40 years old feels more fulfilled on demand regarding quality than the populations of Group 2 (21-30 years old) and Group 4 (41 years old or above). In contrast, the population of Group 1 is in the lower level of agreement with the statement of PQ11 than both the populations of Group 2 and Group 3. With regard to the construct of perceived value, the results demonstrated that the population of Group 3 performs higher level of agreement than the population of Group 4 on all the measures of perceived value (PV1, PV2, PV3 and PV4). Furthermore, regarding the construct of repeat purchase intention, the population of Group 4 falls in the lower level of agreement on the measure RPI2 than both the Group 2 and the Group 3, and also is lower on the measure RPI3 than the Group 2. In summary, the population of Group 4 feels less fulfilled on demand than the populations of other groups in terms of perceive quality, perceived value, and have lower intention to repeat ordering online than other groups. In contrast, the population of Group 3 feels most satisfied with quality and value, compared to the populations of other groups, and also has relatively higher intention to repeat ordering food online than others.

4.2.4 Education (Appendix G)

Education has a significant effect on how people think of and view things around them. While making a purchase decision, the level of discretion may vary from the level of education of people. In this research, the participants were divided into three groups according the level of education, i.e. High School or below (Group 1), Bachelor Degree (Group 2) and Master/Graduate Degree or above (Group 3). After deleting out non-significant figures, the results are shown as the Appendix G. It indicates that the

significant differences between each two groups mainly perform on the statements of PQ8 (Sig. = 0.001), PQ11 (Sig. = 0.002) and CL3 (Sig. = 0.043). The populations of both Group 2 and Group 3 tend to agree with the statements of PQ8 and PQ11 much more than Group 1. It means that the populations of Group 2 and Group 3 who are relatively highly educated feel more satisfied with the quality of merchants' product and service than Group 1. Regarding customer loyalty, the results show that the Group 2 is more willing to stick on their preferred platform even although the price is increased than the Group 3.

4.2.5 Monthly income (Appendix H)

Income is an important factor affecting consumer behavior and purchasing decision of people. In this research, monthly income of people was divided into 6 levels, which are 15,000 Baht or below (Group 1), 15,001-25,000 Baht (Group 2), 25,001-35,000 Baht (Group 3), 35,001-45,000 Baht (Group 4), 45,001-55,000 Baht (Group 5) and more than 55,000 Baht (Group 6) in order. The results, as shown in the Appendix H, identify that there are significant differences between two groups who have different levels of income on many measures, mainly under the factors of perceived quality, perceived value, customer loyalty and repeat purchase intention. Firstly, regarding perceived quality, the population of Group 1 has a lower level of agreement on the measure PQ5 than the Group 3, and on the measure PQ9 than the Group 5, and on the measure PQ10 than the Group 5 and the Group 6. Meanwhile, the Group 2 also agree with the measure PQ8 less than the Group 3 and the Group 5. Roughly, people who have higher income tend to be more satisfied with and trust quality of product or service (mainly of merchants). However, in terms of perceived value, the population of Group 6 who has higher income perform lower level agreement with the statements of PV1 and PV2 than both the Group 3 and the Group 4. Furthermore, the Group 1 is also in the lower level of agreement with the statements of PV2 and PV3 than the Group 4. The trend tends to be that the Group 3 and the Group 4 have higher assessments on the performance of online food platform than other groups based on perception of net benefit while ordering food online. At last, in terms of the contract of repeat purchase intention, the Group 1 has lower level of agreement, on the statement of RPI1 than the Group 2, the Group 3 and the Group 6, and also on the statement of RPI3 than the Group 2 and the Group 3. It indicates

that people who have relatively lower income have lower intention on repeat ordering food online than other people.

Hypotheses testing results:

Table 4.3 Hypotheses testing results

H1	Perceived quality of both online platform service and merchants' product and service has a positive relationship on customer loyalty.	Support
H2	Perceived value of product and service has a positive relationship on customer loyalty.	Support
H3	Perceived Risk of product and service has a negative relationship on customer loyalty.	Not support
H4	Perceived quality of both online platform service and merchants' product and service has a positive relationship on customer repeat purchase intention.	Support
H5	Customer loyalty has a positive relationship on customer repeat purchase intention.	Support
H6	Perceived value of product and service has a positive relationship on customer repeat purchase intention.	Support
H7	Perceived Risk of product and service has a negative effect on customer repeat purchase intention.	Not Support

CHAPTER V
CONCLUSION AND RECOMMENDATIONS

5.1 Summary

According to the preceding analysis, the findings are properly consistent with the previously five objectives. The results are summarized in order as follows.

First of all, the aspect that customers consider as the most important in terms of perceived quality is receiving reply on time from the customer service center of online food delivery platform and receiving what they order from the merchants on time. Regarding perceived value, they consider time that they put as the most important aspect. It indicates that customers in Bangkok tend to highly value time consuming and convenience when ordering food online. And with regard to perceived risk, they consider consistency of the described service and the actual service as the most important. Apart from that, in terms of customer loyalty, they are willing to have long term relationship with their preferred platform, but their willingness to continuously use their preferred platform drops a lot if the price is increased in order to enhance quality of product or services. Furthermore, regarding the factor of repeat purchase intention, the results indicate that customers are willing to continue use and also recommend people around them to use online food platform in the future, but the intention to order food online is relatively lower among all the food ordering options. It means that customers prefer other food ordering options rather than ordering food online. It is probably because customers have been accustomed to their preferred food ordering option.

Secondly, the findings also indicate that perceived quality (including online platform service quality and merchants' product and service quality) and perceived value have positive relationship with customer loyalty, and perceived value is the strongest among them. However, it indicates that perceived risk and customer loyalty have no statistical relationship in this study.

Thirdly, customer loyalty has a positive relationship with repeat purchase intention.

Fourthly, perceived quality and perceived value have positive relationship with repeat purchase intention but perceived online platform service quality is in the strongest level among them. However, the results show that perceived risk has no statistical relationship with repeat purchase intention.

At last, the results also illustrate that different groups based on demographic factors have different customer perception and behaviors.

Regarding gender, males and females have different needs in terms of lifestyle and standard, which may lead to different choices and perceptions. Among all the measures that are significantly different, females are always in higher level of agreement with these measure than males. For instance, females are more satisfied with perceived quality (measures PQ5, PQ6, PQ7 and PQ12) and perceived value (measure PV3) than male. And also females tend to be more loyal to their preferred platform and have higher intention to continuously order food online in the future than males.

Regarding nationality, it is broken down as Thai and expatriates. There are so many expatriates lived in Bangkok for work or retirement life as we can see. Therefore, the differences of perceptions and behaviors between Thai and Expatriates should be valued. The results indicate that, from the perspective of expatriates, they are less satisfied with the performance of online food platform in terms of quality, value and risk afforded than Thai customers, and also have less loyalty and lower intention to repeat ordering food online than Thai customers.

Regarding age, it is also a fundamental demographic factor affecting consumer behavior and buying decision. Because as people grow older, their needs, lifestyle and personal value change. From this study, it indicates that, roughly, the population who is between 31-40 years old feels more fulfilled on demand regarding both quality and value of online food platform and have higher intention to repeat ordering food online than the populations of other groups. However, the population who is 41 years old or above is in the opposite.

Regarding education, the result only indicates only three measures (PQ8, PQ11 & CL3) have significant differences in terms of education. To a certain extent, the population who is in the education level of Bachelor degree and above tends to be more satisfied with the quality of merchants' product and service than the population who is in the education level of high school or below.

Regarding income, to some degree, it can also influence consumer behavior and buying decision. In terms of perceived quality, the pattern tends to be that people who have higher income is more satisfied with quality of product or service that provided by merchants. In addition, middle-income group (25,001-45,000 Baht monthly) tends to be more satisfied with value that they received from online food platform than others. And the groups of people who have monthly income ranged from 15,001 to 35,000 Baht have higher intention to repeat ordering food online than people whose monthly income is 15,000 Baht or below.

5.2 Recommendation

The major findings of this study are set forth as above. It is important to turn these results into more insightful market strategy for the relevant organizations. These results demonstrate that people in Bangkok more focus on time consuming and convenience and also concern risks of service when ordering food online. Hence, the business owners of online food platform are suggested to pay more attention to time saving and convenience of online food ordering service, and also try to reduce perceived risk of services (including online platform & food delivery) that consumer afford.

As this study was also an exploratory research which was aiming to find the latent relationship among the proposed five factors, the results finally demonstrated that a better understanding of the relationship among these factors is possible and beneficial via statistical analysis software. This study suggests that the business owners of online food platform or intending players should have a deeper understanding of the relationships among them in order to better comprehend consumer perception and behavior, thereby it gives clear direction while making a proper and practical marketing strategy.

In addition, by analyzing the differences of customer behavior among different groups in terms of demographics factors, the findings also contribute to market segmentation of this industry in Bangkok. And the business owners are advised to focus on the demographic factors of customer, including gender, nationality, age, education and monthly income.

Based on the directions above, six recommendations are proposed as follows,

1. As time is critical for food delivery, online food platforms are suggested to set optimal wait time and closely supervise delivery service, especially in aspect of speed and quality of delivery.

2. Online food platforms are suggested to improve safety performance system of platforms in order to decrease perceived risks of customers. For example, all the online food platforms may establish a mutual community or an organization that reports actions which are taken and achievements which they make for improvements of safety performance in order to show efforts that this industry makes. And this organization may also report some remedial measures that they take after privacy is leaked.

3. As quality of the merchants' product and service is a very critical factor affecting customers' satisfaction and repeat purchase intention, online food platforms should be stricter to merchant's registrations, and carry out spot check on the quality from time to time. Meanwhile, customers' review and credit rating can be included into the selection criteria of merchants in long-term cooperation. The platform may terminate contract with the merchants who perform terribly but reward and build long term relationship with the merchants who perform very well.

4. The platforms are suggested to improve the system of customer complain by setting complaints center area on own website and application, and customer service center should take a prompt action to deal with users' complaints and feedbacks.

5. Different market strategy may be formulated based on different consumer behaviors of particular groups according to the preceding findings. For example, as the results show that customers who are between 31-40 years old have relatively higher intention to repeat order food online (probably because they are busy in working), platforms can try to stimulate more customers among this population to adopt ordering food online by launching publicity events in some office buildings and advertising in some public transportations in order to drive more traffic for platforms.

6. Besides, to maintain customer loyalty, each platform is also suggested to leverage the willing of their customers to have long-term relationship with the brand and retain old customers by using loyalty program, e.g. giving voucher for next purchase, and motivate existing customers to recommend new customers by formulating proper referral program, e.g. 1 time free delivery for both referrer and referral.

5.3 Limitations

This study demonstrates several factors affecting repeat purchase intention of people in Bangkok to order food via online platform from different dimensions via statistical analysis and also provides some instructive recommendations and managerial implication accordingly. It may help platform to capture more value and make more profit with sustainable development in the long term. However, there are still some limitations existing in this study from the perspective of dialectic. First of all, some literatures that were cited in this study seem too old while online food ordering is a quite modern topic in this era. Future research may refer to some newer literatures in order to touch frontier of this era as closely as possible. Secondly, time restraint for only 3 months is also considered as one of limitations as the literature review is not detailed enough. Thirdly, the developed research framework is kind of simple. Because e-commerce business, especially O2O, tends to be quite new, potential and complicated compared to traditional business which has existed for so many years. Future research may integrate more constructs into it to make it more complete.

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APPENDICES

Appendix A: Questionnaire

Repeat Purchase Intention of Online Food Ordering Research
การวิจัยความตั้งใจซื้อซ้ำในการสั่งซื้ออาหารออนไลน์

This study is being conducted by College of Management, Mahidol University student as part of a thematic paper. This is a questionnaire survey about online food ordering, which aims to explore the factors affecting the repeat purchasing intention of people who ordered food online. This questionnaire will take you around 5 minutes to answer.

แบบสอบถามนี้จัดทำโดยนักศึกษาปริญญาโท วิทยาลัยการจัดการ มหาวิทยาลัยมหิดล ซึ่งเป็นส่วนหนึ่งของสารนิพนธ์ แบบสอบถามนี้เกี่ยวกับการสั่งซื้ออาหารออนไลน์ ซึ่งมีวัตถุประสงค์เพื่อสำรวจปัจจัยที่มีผลต่อความตั้งใจในการซื้อซ้ำของผู้บริโภคที่สั่งอาหารผ่านทางออนไลน์ แบบสอบถามนี้ใช้เวลาประมาณ 5 นาที ในการตอบ

This study is intended for educational purpose only, not for any commercial purpose. Please be rest assured that your personal information will be protected properly.

การวิจัยนี้มีวัตถุประสงค์เพื่อการศึกษาเท่านั้น ไม่ใช่เพื่อวัตถุประสงค์ทางการค้า โปรดมั่นใจว่าข้อมูลส่วนบุคคลของคุณจะได้รับการคุ้มครองอย่างถูกต้อง

**Remark: Online food platforms include both websites and applications.

**หมายเหตุ แพลตฟอร์มอาหารออนไลน์ประกอบด้วยเว็บไซต์และแอปพลิเคชัน

In addition, 5 Chinese commemorative coins of year of the Dog (2018) will be randomly given to 5 participants who have completed this research as a thanks-giving gift.

นอกจากนี้ เหรียญประจำปีสุนัข (ปี 2561) ของประเทศจีนจะสุ่มแจกให้ 5 ท่านที่ทำผลงานวิจัยนี้เพื่อเป็นของขวัญขอบคุณ

Thank you very much for your time and participation in this questionnaire.

ขอขอบพระคุณทุกท่านในการสละเวลาตอบแบบสอบถามในครั้งนี้

Screening question

I has experienced ordering food via online platform over the past 6 months in Bangkok.

ฉันเคยสั่งอาหารทางออนไลน์ในช่วง 6 เดือนที่ผ่านมาในเขตกรุงเทพฯ

☐ Yes/ใช่ ☐ No/ไม่ใช่ (Thank you for your time. /ขอบคุณที่สละเวลา)

Constructs: Please select the level of agreement or disagreement with each of the following statements.

	Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	**Disagree/ ไม่เห็นด้วย**	**Neutral/ เป็นกลาง**	**Agree/ เห็นด้วย**	**Strongly Agree/ เห็นด้วยอย่างยิ่ง**
Perceived quality คุณภาพที่ได้รับ					
I could receive the reply on time from the customer service center of online food delivery platform in my previous order experiences./ จากการสั่งอาหารล่าสุด ฉันได้รับการตอบกลับตรงเวลาจากศูนย์บริการ สมาชิกของการจัดส่งอาหารออนไลน์					
I could receive proper recommendations from the online food delivery platform based on my requirements./ ฉันจะได้คำแนะนำที่เหมาะสมและตรงกับความต้องการจากการจัดส่งอาหารออนไลน์					
The customer service center could effectively solve the problems that I faced in my previous order experiences./ จากประสบการณ์การสั่งซื้ออาหารออนไลน์ล่าสุดของฉัน ศูนย์บริการลูกค้าสามารถแก้ปัญหาให้ฉันอย่างมีประสิทธิภาพ					

	Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	**Disagree/ ไม่เห็นด้วย**	**Neutral/ เป็นกลาง**	**Agree/ เห็นด้วย**	**Strongly Agree/ เห็นด้วยอย่างยิ่ง**
I believe that the provided information about products or services on the food delivery platform is reliable./ ฉันเชื่อว่าข้อมูลเกี่ยวกับผลิตภัณฑ์หรือบริการจากการจัดส่งอาหารออนไลน์ที่ได้รับนั้นมีความน่าเชื่อถือ					
I believe that feedback or reviews on the food delivery platform are authentic and reliable./ ฉันเชื่อว่าข้อคิดเห็นและคำแนะนำจากลูกค้าท่านอื่นๆ เกี่ยวการจัดส่งอาหารออนไลน์เป็นเป็นข้อมูลจริงและเชื่อถือได้					
I believe that the merchants (sellers) on the food delivery platform provide fresh, hygienic and tasty food and drinks./ ฉันเชื่อว่าผู้ประกอบการร้านอาหารบนแพลตฟอร์มอาหารออนไลน์บริการจัดส่งอาหารและเครื่องดื่ม ที่สดใหม่ ถูกสุขอนามัยและอร่อย					
I believe that the merchants have been possessed of reliable business qualification./ ฉันเชื่อว่าผู้ขายมีคุณสมบัติที่เชื่อถือได้					
I believe that the food delivery men is polite, reliable and dress properly./ ฉันเชื่อว่าพนักงานบริการส่งอาหารมีความสุภาพ น่าเชื่อถือ และแต่งกายเรียบร้อย					

	Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	**Disagree/ ไม่เห็นด้วย**	**Neutral/ เป็นกลาง**	**Agree/ เห็นด้วย**	**Strongly Agree/ เห็นด้วยอย่างยิ่ง**
I believe that the facilities of food delivery is advanced and modern enough to ensure the process of food distribution smoothly./ ฉันเชื่อว่าสิ่งอำนวยความสะดวกในการจัดส่งอาหารมีความทันสมัยเพียงพอและทำให้มั่นใจว่าขั้นตอนการจัดส่งอาหารเป็นไปอย่างราบรื่น					
I could receive what I order from the merchants on time./ ฉันได้รับอาหารเครื่องดื่มที่สั่งซื้อจาก-ผู้ประกอบการร้านอาหารตรงเวลา					
The merchants could flexibly arrange food delivery time based on my request./ ผู้ประกอบการร้านอาหารสามารถจัดเตรียมการส่งอาหารได้ในเวลาที่ฉันร้องขอ					
The merchants could take remedial actions on time when service mistakes occur./ หากมีความผิดพลาดในการให้บริการผู้ประกอบการร้านอาหารสามารถแก้ไขได้ทันท่วงที					
Perceived valueคุณค่าที่ได้รับ/					
Compared to what I was provided by the food delivery platform, I perceive that the amount of money I paid does worth./ เมื่อเทียบกับสิ่งที่ฉันได้รับจากการจัดส่งอาหารออนไลน์ ฉันรู้สึกคุ้มค่ากับจำนวนเงินที่จ่าย					

	Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	**Disagree/ ไม่เห็นด้วย**	**Neutral/ เป็นกลาง**	**Agree/ เห็นด้วย**	**Strongly Agree/ เห็นด้วยอย่างยิ่ง**
Compared to what I was provided by the food delivery platform, I perceive that time I spent does worth./ เมื่อเทียบกับสิ่งที่ฉันได้รับจากการจัดส่งอาหารออนไลน์ ฉันรู้สึกคุ้มค่ากับจำนวนเวลาที่ใช้ไป					
Compared to what I was provided by the food delivery platform, I perceive that the effort that I made does worth./ เมื่อเทียบกับสิ่งที่ฉันได้รับจากการจัดส่งอาหารออนไลน์ ฉันรู้สึกคุ้มค่ากับความพยายามที่ทำไป					
Compared to what I was provided by the food delivery platform, I perceive that overall what I was provided does worth./ เมื่อเทียบกับสิ่งที่ฉันได้รับจากการจัดส่งอาหารออนไลน์ ฉันรู้สึกคุ้มค่ากับภาพรวมทั้งหมดที่ได้ทำไป					
Perceived riskความเสี่ยงที่ได้รับ/					
I worry that my personal privacy information is leaked or divulged while using the food delivery platform./ ฉันกังวลว่าข้อมูลส่วนตัวรั่วไหลหรือถูกเปิดเผยในขณะที่ใช้บริการการจัดส่งอาหารออนไลน์					

	Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	Disagree/ ไม่เห็นด้วย	Neutral/ เป็นกลาง	Agree/ เห็นด้วย	Strongly Agree/ เห็นด้วยอย่างยิ่ง
I worry that the products (food & drinks) offered are not consistent with what described on the food delivery platform./ ฉันกังวลว่าอาหารและเครื่องดื่มที่ได้รับไม่ตรงกับสิ่งที่อธิบายไว้ในเว็บไซต์หรือแอปพลิเคชันการจัดส่งอาหารออนไลน์					
I worry that the services (including online platform & food delivery) provided are not consistent with what described on the food delivery platform./ ฉันกังวลว่าบริการต่างๆของเว็บไซต์หรือแอปพลิเคชัน (รวมถึงบริการจัดส่งอาหาร) ไม่ตรงกับที่อธิบายไว้ในเว็บไซต์หรือแอปพลิเคชัน					
Customer loyaltyความจงรักภักดีของลูกค้า/					
I am willing to have long-term relationship with my preferred online food platform./ ฉันยินดีที่จะเป็นลูกค้าในระยะยาวกับเว็บไซต์หรือแอปพลิเคชันสั่งอาหารออนไลน์ที่ฉันชอบ					
I have a higher frequency to order food on my preferred platform than other platforms./ ฉันสั่งอาหารออนไลน์กับเว็บไซต์หรือแอปพลิเคชันที่ฉันชอบบ่อยกว่า					

	Strongly Disagree/ ไม่เห็นด้วยอย่างยิ่ง	Disagree/ ไม่เห็นด้วย	Neutral/ เป็นกลาง	Agree/ เห็นด้วย	Strongly Agree/ เห็นด้วยอย่างยิ่ง
I am willing to continue ordering food on my preferred platform although the price is increased in order to enhance quality of product or service./ ฉันยินดีที่จะสั่งอาหารออนไลน์กับเว็บไซต์หรือแอปพลิเคชันที่ฉันชอบ แม้ว่าราคาจะเพิ่มขึ้น เพื่อได้รับผลิตภัณฑ์หรือบริการที่มีคุณภาพที่ดี					
I often recommend my preferred platform to my friends or relatives./ ฉันมักจะแนะนำเว็บไซต์หรือแอปพลิเคชันที่ฉันชอบให้กับเพื่อนหรือบุคคลที่เกี่ยวข้อง					
Repeat purchase intentionความตั้งใจในการซื้อซ้ำ/					
In the future, I will continue ordering food via online platform./ ในอนาคต ฉันจะยังสั่งอาหารทางออนไลน์					
In the future, I will still order food via online platform even though there are other food ordering options existing, such as walk-in, phone calls, email, etc./ ในอนาคต ฉันจะยังคงสั่งอาหารออนไลน์ แม้ว่าจะมีตัวเลือกการสั่งอาหารอื่น ๆ เช่น สั่งที่ร้าน โทรสั่ง หรือ อีเมล์ เป็นต้น					
In the future, I'm willing to recommend my family and friends to order food via online platform./ ในอนาคต ฉันยินดีที่จะแนะนำเพื่อน, ครอบครัว และ คนรู้จักเพื่อน ครอบครัว และคนรู้จักให้สั่งอาหารออนไลน์					

General Information

Gender/เพศ

□ Male/ชาย

□ Female/หญิง

Nationality/สัญชาติ

□ Thai/ไทย

□ Expatriate/ชาวต่างชาติ

Age/อายุ

□ 20 years old or below/20 ปีหรือต่ำกว่า

□ 21-30 years old/21-30ปี

□ 31-40 years old/31-40 ปี

□ 41-50 years old/41-50 ปี

□ 50 years old or above/50 ปีหรือมากกว่า 50 ปีขึ้นไป

Education/การศึกษา

□ High School or below/มัธยมศึกษาหรือต่ำกว่า

□ Bachelor Degree/ปริญญาตรี

□ Master/Graduate Degree or above/ปริญญาโทหรือสูงกว่าปริญญาโทขึ้นไป

Occupation/อาชีพ

□ Student/นักเรียน, นักศึกษา

□ Private firm employee/พนักงานบริษัทเอกชน

□ Governmental firm employee/พนักงานราชการ

□ Businessmen/นักธุรกิจ

□ Others (please specify)/อื่น ๆ (โปรดระบุ):_____

Monthly income/รายได้ต่อเดือน

□ 15,000 Baht or below/15,000 บาทหรือต่ำกว่า

□ 15,001-25,000 Baht/15,001-25,000 บาท

□ 25,001-35,000 Baht/25,001-35,000 บาท

□ 35,001-45,000 Baht/35,001-45,000 บาท

□ 45,001-55,000 Baht/45,001-55,000 บาท

□ More than 55,000 Baht/55,000 บาทหรือมากกว่า

The average frequency using online platform to order food per month /
ความถี่ในการสั่งอาหารออนไลน์ต่อเดือน

□ 1 time or less per month/1 ครั้งหรือน้อยกว่าต่อเดือน

□ 2-3 times per month/2-3 ครั้งต่อเดือน

□ 1 time per week/1 ครั้งต่อสัปดาห์

□ More than 1 time per week/1 ครั้งต่อสัปดาห์ขึ้นไป

I prefer to order food online via these platform companies (Please specify at least two platforms name)/ฉันชอบสั่งอาหารออนไลน์กับบริษัทสั่งอาหารออนไลน์เหล่านี้ (โปรดระบุชื่อเว็บไซต์หรือแอปพลิเคชั่นอย่างน้อยสองชื่อ): _____ _____

I prefer to order food online via these merchants (Please specify at least two restaurants name)/ ฉันชอบสั่งอาหารออนไลน์กับผู้ประกอบการร้านอาหารเหล่านี้ (โปรดระบุชื่อร้านอาหารอย่างน้อยสองชื่อ):

_____ _____

Thank you very much for your kind cooperation! :)

ขอขอบพระคุณเป็นอย่างสูงสำหรับความร่วมมือนะคะ :)

Appendix B: Frequency Table

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	93	43.9	43.9	43.9
	Female	119	56.1	56.1	100.0
	Total	212	100.0	100.0	

Nationality					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Thai	171	80.7	80.7	80.7
	Expatriate	41	19.3	19.3	100.0
	Total	212	100.0	100.0	

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 years old or below	6	2.8	2.8	2.8
	21-30 years old	117	55.2	55.2	58.0
	31-40 years old	71	33.5	33.5	91.5
	41-50 years old	17	8.0	8.0	99.5
	50 years old or above	1	.5	.5	100.0
	Total	212	100.0	100.0	

Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School or below	10	4.7	4.7	4.7
	Bachelor Degree	144	67.9	67.9	72.6
	Master/Graduate Degree or above	58	27.4	27.4	100.0
	Total	212	100.0	100.0	

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	27	12.7	12.7	12.7
	Private firm employee	141	66.5	66.5	79.2
	Governmental firm employee	24	11.3	11.3	90.6
	Businessmen	18	8.5	8.5	99.1
	Others	2	.9	.9	100.0
	Total	212	100.0	100.0	

Monthly income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15,000 Baht or below	20	9.4	9.4	9.4
	15,001-25,000 Baht	47	22.2	22.2	31.6
	25,001-35,000 Baht	54	25.5	25.5	57.1
	35,001-45,000 Baht	32	15.1	15.1	72.2
	45,001-55,000 Baht	31	14.6	14.6	86.8
	More than 55,000 Baht	28	13.2	13.2	100.0
	Total	212	100.0	100.0	

The average frequency using online platform to order food per month					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 time or less per month	106	50.0	50.0	50.0
	2-3 times per month	19	9.0	9.0	59.0
	1 time per week	74	34.9	34.9	93.9
	More than 1 time per week	13	6.1	6.1	100.0
	Total	212	100.0	100.0	

Appendix C: Descriptive Statistics

	Descriptive Statistics					
Construct	**Measures**	**N**	**Minimum**	**Maximum**	**Mean**	**S.D**
Perceived quality (Perceived online platform service quality)						
PQ1	I could receive the reply on time from the customer service center of online food delivery platform in my previous order experiences.	212	1	5	3.81	.930
PQ2	I could receive proper recommendations from the online food delivery platform based on my requirements.	212	1	5	3.63	.962
PQ3	The customer service center could effectively solve the problems that I faced in my previous order experiences.	212	1	5	3.38	.903
PQ4	I believe that the provided information about products or services on the food delivery platform is reliable.	212	1	5	3.76	.866
PQ5	I believe that feedback or reviews on the food delivery platform are authentic and reliable.	212	1	5	3.56	.935
Perceived quality (Perceived merchants' product and service quality)						
PQ6	I believe that the merchants (sellers) on the food delivery platform provide fresh, hygienic and tasty food and drinks.	212	1	5	3.68	.860
PQ7	I believe that the merchants have been possessed of reliable business qualification.	212	1	5	3.82	.901
PQ8	I believe that the food delivery men is polite, reliable and dress properly.	212	1	5	3.75	.874
PQ9	I believe that the facilities of food delivery is advanced and modern enough to ensure the process of food distribution smoothly.	212	1	5	3.75	.833

	Descriptive Statistics					
Construct	**Measures**	**N**	**Minimum**	**Maximum**	**Mean**	**S.D**
PQ10	I could receive what I order from the merchants on time.	212	1	5	3.83	.996
PQ11	The merchants could flexibly arrange food delivery time based on my request.	212	1	5	3.33	.975
PQ12	The merchants could take remedial actions on time when service mistakes occur.	212	1	5	3.16	.968
Perceived value						
PV1	Compared to what I was provided by the food delivery platform, I perceive that the amount of money I paid does worth.	212	1	5	3.74	.867
PV2	Compared to what I was provided by the food delivery platform, I perceive that time I spent does worth.	212	1	5	3.92	.904
PV3	Compared to what I was provided by the food delivery platform, I perceive that the effort that I made does worth.	212	1	5	3.84	.940
PV4	Compared to what I was provided by the food delivery platform, I perceive that overall what I was provided does worth.	212	1	5	3.92	.881
Perceived risk						
PR1	I worry that my personal privacy information is leaked or divulged while using the food delivery platform.	212	1	5	3.05	.972
PR2	I worry that the products (food & drinks) offered are not consistent with what described on the food delivery platform.	212	1	5	3.06	.949
PR3	I worry that the services (including online platform & food delivery) provided are not consistent with what described on the food delivery platform.	212	1	5	3.09	.947

	Descriptive Statistics					
Construct	**Measures**	**N**	**Minimum**	**Maximum**	**Mean**	**S.D**
Customer loyalty						
CL1	I am willing to have long-term relationship with my preferred online food platform.	212	1	5	3.65	.816
CL2	I have a higher frequency to order food on my preferred platform than other platforms.	212	1	5	3.60	1.041
CL3	I am willing to continue ordering food on my preferred platform although the price is increased in order to enhance quality of product or service.	212	1	5	3.49	.946
CL4	I often recommend my preferred platform to my friends or relatives.	212	1	5	3.62	.944
Repeat purchase intention						
RPI1	In the future, I will continue ordering food via online platform.	212	1	5	3.81	.810
RPI2	In the future, I will still order food via online platform even though there are other food ordering options existing, such as walk-in, phone calls, email, etc.	212	1	5	3.51	.800
RPI2	In the future, I'm willing to recommend my family and friends to order food via online platform.	212	1	5	3.82	.776
	Gender	212	0	1	.56	.497
	Nationality	212	0	1	.19	.396
	Age	212	1	5	2.48	.705
	Education	212	1	3	2.23	.520
	Occupation	212	1	5	2.18	.796
	Monthly income	212	1	6	3.43	1.533
	The average frequency using online platform to order food per month	212	1	4	1.97	1.048
	Valid N (listwise)	212				

Appendix D: Hypotheses Testing (Gender)

T-Test

Group Statistics						
	Gender		N	Mean	Std. Deviation	Std. Error Mean
PQ5	dimension1	0	93	3.41	.912	.095
		1	119	3.67	.940	.086
PQ6	dimension1	0	93	3.51	.880	.091
		1	119	3.82	.823	.075
PQ7	dimension1	0	93	3.57	.960	.100
		1	119	4.02	.802	.074
PQ12	dimension1	0	93	2.98	1.083	.112
		1	119	3.29	.847	.078
PV3	dimension1	0	93	3.68	1.044	.108
		1	119	3.97	.833	.076
CL2	dimension1	0	93	3.42	1.245	.129
		1	119	3.75	.826	.076
CL4	dimension1	0	93	3.40	1.075	.111
		1	119	3.79	.791	.072
RPI2	dimension1	0	93	3.39	.847	.088
		1	119	3.61	.750	.069
RPI3	dimension1	0	93	3.67	.825	.086
		1	119	3.94	.717	.066

Notes: 0=male; 1=female

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
PQ5	Equal variances assumed	.000	.990	-2.054	210	.041	-.264	.128	-.517	-.011
	Equal variances not assumed			-2.061	200.460	.041	-.264	.128	-.516	-.011
PQ6	Equal variances assumed	5.844	.016	-2.638	210	.009	-.310	.117	-.541	-.078
	Equal variances not assumed			-2.616	191.135	.010	-.310	.118	-.543	-.076
PQ7	Equal variances assumed	15.094	.000	-3.691	210	.000	-.447	.121	-.686	-.208
	Equal variances not assumed			-3.611	178.407	.000	-.447	.124	-.691	-.203
PQ12	Equal variances assumed	1.028	.312	-2.381	210	.018	-.316	.133	-.577	-.054
	Equal variances not assumed			-2.311	170.595	.022	-.316	.137	-.585	-.046

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
PV3	Equal variances assumed	10.339	.002	-2.242	210	.026	-.289	.129	-.543	-.035
	Equal variances not assumed			-2.181	172.905	.031	-.289	.132	-.550	-.027
CL2	Equal variances assumed	22.300	.000	-2.303	210	.022	-.329	.143	-.610	-.047
	Equal variances not assumed			-2.195	152.083	.030	-.329	.150	-.624	-.033
CL4	Equal variances assumed	17.253	.000	-3.059	210	.003	-.392	.128	-.645	-.139
	Equal variances not assumed			-2.949	163.460	.004	-.392	.133	-.655	-.130
RPI2	Equal variances assumed	.344	.558	-1.982	210	.049	-.218	.110	-.435	-.001
	Equal variances not assumed			-1.953	185.103	.052	-.218	.112	-.438	.002

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
RPI3	Equal variances assumed	8.592	.004	-2.589	210	.010	-.275	.106	-.484	-.065
	Equal variances not assumed			-2.544	182.849	.012	-.275	.108	-.487	-.062

Appendix E: Hypotheses Testing (Nationality)

T-Test

Group Statistics						
Nationality			N	Mean	Std. Deviation	Std. Error Mean
PQ1	dimension1	0	171	3.92	.857	.066
		1	41	3.37	1.090	.170
PQ2	dimension1	0	171	3.73	.938	.072
		1	41	3.22	.962	.150
PQ5	dimension1	0	171	3.64	.851	.065
		1	41	3.20	1.167	.182
PQ7	dimension1	0	171	3.90	.831	.064
		1	41	3.49	1.098	.172
PQ11	dimension1	0	171	3.44	.946	.072
		1	41	2.85	.963	.150
PQ12	dimension1	0	171	3.26	.898	.069
		1	41	2.71	1.123	.175
PV2	dimension1	0	171	4.01	.878	.067
		1	41	3.54	.925	.144
PV3	dimension1	0	171	3.96	.867	.066
		1	41	3.32	1.059	.165
PV4	dimension1	0	171	4.01	.822	.063
		1	41	3.56	1.026	.160
PR3	dimension1	0	171	3.01	.955	.073
		1	41	3.44	.838	.131
CL1	dimension1	0	171	3.70	.804	.061
		1	41	3.41	.836	.131
CL4	dimension1	0	171	3.74	.863	.066
		1	41	3.10	1.091	.170

Group Statistics					
Nationality		N	Mean	Std. Deviation	Std. Error Mean
RPI3 dimension1	0	171	3.90	.741	.057
	1	41	3.49	.840	.131

Notes: 0 = Thai; 1 = Expatriate

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
PQ1	Equal variances assumed	12.971	.000	3.506	210	.001	.552	.158	.242	.863
	Equal variances not assumed			3.028	52.468	.004	.552	.182	.186	.918
PQ2	Equal variances assumed	.337	.562	3.120	210	.002	.511	.164	.188	.835
	Equal variances not assumed			3.072	59.590	.003	.511	.167	.178	.845
PQ5	Equal variances assumed	4.562	.034	2.802	210	.006	.448	.160	.133	.763
	Equal variances not assumed			2.316	50.675	.025	.448	.193	.060	.837

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
PQ7	Equal variances assumed	12.811	.000	2.674	210	.008	.413	.154	.108	.717
	Equal variances not assumed			2.257	51.499	.028	.413	.183	.046	.780
PQ11	Equal variances assumed	.083	.773	3.544	210	.000	.585	.165	.260	.910
	Equal variances not assumed			3.504	59.877	.001	.585	.167	.251	.919
PQ12	Equal variances assumed	5.545	.019	3.382	210	.001	.556	.164	.232	.880
	Equal variances not assumed			2.950	52.908	.005	.556	.188	.178	.934
PV2	Equal variances assumed	2.934	.088	3.043	210	.003	.469	.154	.165	.773
	Equal variances not assumed			2.947	58.514	.005	.469	.159	.151	.788
PV3	Equal variances assumed	7.675	.006	4.109	210	.000	.648	.158	.337	.959
	Equal variances not assumed			3.635	53.558	.001	.648	.178	.290	1.005

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
PV4	Equal variances assumed	10.257	.002	2.958	210	.003	.445	.150	.148	.741
	Equal variances not assumed			2.585	52.982	.013	.445	.172	.100	.790
PR2	Equal variances assumed	.000	.995	-3.080	210	.002	-.499	.162	-.818	-.179
	Equal variances not assumed			-3.243	64.681	.002	-.499	.154	-.806	-.191
PR3	Equal variances assumed	.003	.957	-2.668	210	.008	-.433	.162	-.753	-.113
	Equal variances not assumed			-2.890	67.238	.005	-.433	.150	-.732	-.134
CL1	Equal variances assumed	.898	.345	2.039	210	.043	.287	.141	.009	.565
	Equal variances not assumed			1.990	59.010	.051	.287	.144	-.002	.576
CL4	Equal variances assumed	9.066	.003	4.072	210	.000	.645	.158	.333	.957
	Equal variances not assumed			3.531	52.631	.001	.645	.183	.279	1.012

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
RPI3	Equal variances assumed	5.637	.018	3.120	210	.002	.413	.132	.152	.674
	Equal variances not assumed			2.888	55.844	.006	.413	.143	.126	.699

Appendix F: Hypotheses Testing (Age)

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
PQ1	1	6	4.00	.000	.000	4.00	4.00	4	4
	2	117	3.67	.983	.091	3.49	3.85	1	5
	3	71	4.08	.806	.096	3.89	4.28	1	5
	4	18	3.61	.979	.231	3.12	4.10	1	5
	Total	212	3.81	.930	.064	3.69	3.94	1	5
PQ2	1	6	3.67	.516	.211	3.12	4.21	3	4
	2	117	3.46	1.022	.094	3.27	3.65	1	5
	3	71	3.99	.802	.095	3.80	4.18	2	5
	4	18	3.33	.907	.214	2.88	3.78	1	5
	Total	212	3.63	.962	.066	3.50	3.76	1	5
PQ4	1	6	4.00	.000	.000	4.00	4.00	4	4
	2	117	3.72	.899	.083	3.55	3.88	1	5
	3	71	3.96	.706	.084	3.79	4.12	1	5
	4	18	3.22	1.114	.263	2.67	3.78	1	5
	Total	212	3.76	.866	.059	3.65	3.88	1	5
PQ5	1	6	3.83	.408	.167	3.40	4.26	3	4
	2	117	3.55	.942	.087	3.37	3.72	1	5
	3	71	3.75	.840	.100	3.55	3.95	1	5
	4	18	2.78	1.003	.236	2.28	3.28	1	4
	Total	212	3.56	.935	.064	3.43	3.68	1	5
PQ10	1	6	4.50	.548	.224	3.93	5.07	4	5
	2	117	3.62	1.065	.099	3.42	3.81	1	5
	3	71	4.07	.743	.088	3.89	4.25	1	5
	4	18	4.11	1.183	.279	3.52	4.70	1	5
	Total	212	3.83	.996	.068	3.70	3.97	1	5

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
PQ11	1	6	2.17	1.329	.543	.77	3.56	1	4
	2	117	3.31	.951	.088	3.13	3.48	1	5
	3	71	3.61	.819	.097	3.41	3.80	1	5
	4	18	2.72	1.074	.253	2.19	3.26	1	5
	Total	212	3.33	.975	.067	3.19	3.46	1	5
PV1	1	6	3.50	.548	.224	2.93	4.07	3	4
	2	117	3.73	.867	.080	3.57	3.89	1	5
	3	71	3.93	.851	.101	3.73	4.13	2	5
	4	18	3.17	.786	.185	2.78	3.56	2	4
	Total	212	3.74	.867	.060	3.62	3.86	1	5
PV2	1	6	4.50	.548	.224	3.93	5.07	4	5
	2	117	3.91	.890	.082	3.74	4.07	2	5
	3	71	4.10	.813	.097	3.91	4.29	2	5
	4	18	3.06	.938	.221	2.59	3.52	1	4
	Total	212	3.92	.904	.062	3.79	4.04	1	5
PV3	1	6	4.00	.000	.000	4.00	4.00	4	4
	2	117	3.77	1.020	.094	3.58	3.96	1	5
	3	71	4.10	.831	.099	3.90	4.30	2	5
	4	18	3.22	.548	.129	2.95	3.49	2	4
	Total	212	3.84	.940	.065	3.71	3.97	1	5
PV4	1	6	3.50	.548	.224	2.93	4.07	3	4
	2	117	3.86	.928	.086	3.69	4.03	1	5
	3	71	4.18	.780	.093	4.00	4.37	2	5
	4	18	3.39	.698	.164	3.04	3.74	2	5
	Total	212	3.92	.881	.060	3.80	4.04	1	5
RPI2	1	6	3.17	.408	.167	2.74	3.60	3	4
	2	117	3.61	.820	.076	3.46	3.76	1	5
	3	71	3.52	.714	.085	3.35	3.69	2	5
	4	18	2.94	.873	.206	2.51	3.38	1	4
	Total	212	3.51	.800	.055	3.40	3.62	1	5

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
RPI3	1	6	4.00	.000	.000	4.00	4.00	4	4
	2	117	3.85	.843	.078	3.70	4.01	1	5
	3	71	3.87	.631	.075	3.72	4.02	2	5
	4	18	3.33	.840	.198	2.92	3.75	1	4
	Total	212	3.82	.776	.053	3.72	3.93	1	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PQ1	Between Groups	8.682	3	2.894	3.464	.017
	Within Groups	173.771	208	.835		
	Total	182.453	211			
PQ2	Between Groups	13.906	3	4.635	5.315	.002
	Within Groups	181.396	208	.872		
	Total	195.302	211			
PQ4	Between Groups	8.531	3	2.844	3.952	.009
	Within Groups	149.677	208	.720		
	Total	158.208	211			
PQ5	Between Groups	13.948	3	4.649	5.676	.001
	Within Groups	170.373	208	.819		
	Total	184.321	211			
PQ10	Between Groups	13.604	3	4.535	4.822	.003
	Within Groups	195.618	208	.940		
	Total	209.222	211			
PQ11	Between Groups	20.217	3	6.739	7.773	.000
	Within Groups	180.325	208	.867		
	Total	200.542	211			
PV1	Between Groups	8.835	3	2.945	4.087	.008
	Within Groups	149.896	208	.721		
	Total	158.731	211			

		Sum of Squares	df	Mean Square	F	Sig.
PV2	Between Groups	17.752	3	5.917	7.955	.000
	Within Groups	154.720	208	.744		
	Total	172.472	211			
PV3	Between Groups	12.357	3	4.119	4.918	.003
	Within Groups	174.190	208	.837		
	Total	186.547	211			
PV4	Between Groups	11.427	3	3.809	5.205	.002
	Within Groups	152.209	208	.732		
	Total	163.637	211			
RPI2	Between Groups	7.571	3	2.524	4.120	.007
	Within Groups	127.411	208	.613		
	Total	134.981	211			
RPI3	Between Groups	4.800	3	1.600	2.719	.046
	Within Groups	122.389	208	.588		
	Total	127.189	211			

Post Hoc Tests

Multiple Comparisons

Bonferroni

Dependent Variable		(I) Age		(J) Age		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
									Lower Bound	Upper Bound
dimension1	PQ1	dimension2	1	dimension3	2	.333	.383	1.000	-.69	1.35
					3	-.085	.389	1.000	-1.12	.95
					4	.389	.431	1.000	-.76	1.54
			2	dimension3	1	-.333	.383	1.000	-1.35	.69
					3	-.418*	.138	.016	-.78	-.05
					4	.056	.231	1.000	-.56	.67
			3	dimension3	1	.085	.389	1.000	-.95	1.12
					2	.418*	.138	.016	.05	.78
					4	.473	.241	.306	-.17	1.12

Dependent Variable		(I) Age		(J) Age		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
									Lower Bound	Upper Bound
			4	dimension3	1	-.389	.431	1.000	-1.54	.76
					2	-.056	.231	1.000	-.67	.56
					3	-.473	.241	.306	-1.12	.17
	PQ2	dimension2	1	dimension3	2	.205	.391	1.000	-.84	1.25
					3	-.319	.397	1.000	-1.38	.74
					4	.333	.440	1.000	-.84	1.51
			2	dimension3	1	-.205	.391	1.000	-1.25	.84
					3	-.524*	.140	.001	-.90	-.15
					4	.128	.236	1.000	-.50	.76
			3	dimension3	1	.319	.397	1.000	-.74	1.38
					2	.524*	.140	.001	.15	.90
					4	.653	.246	.052	.00	1.31
			4	dimension3	1	-.333	.440	1.000	-1.51	.84
					2	-.128	.236	1.000	-.76	.50
					3	-.653	.246	.052	-1.31	.00
	PQ4	dimension2	1	dimension3	2	.282	.355	1.000	-.66	1.23
					3	.042	.361	1.000	-.92	1.00
					4	.778	.400	.319	-.29	1.84
			2	dimension3	1	-.282	.355	1.000	-1.23	.66
					3	-.240	.128	.370	-.58	.10
					4	.496	.215	.132	-.08	1.07
			3	dimension3	1	-.042	.361	1.000	-1.00	.92
					2	.240	.128	.370	-.10	.58
					4	.736*	.224	.007	.14	1.33
			4	dimension3	1	-.778	.400	.319	-1.84	.29
					2	-.496	.215	.132	-1.07	.08
					3	-.736*	.224	.007	-1.33	-.14
	PQ5	dimension2	1	dimension3	2	.286	.379	1.000	-.72	1.30
					3	.087	.385	1.000	-.94	1.11
					4	1.056	.427	.085	-.08	2.19
			2	dimension3	1	-.286	.379	1.000	-1.30	.72
					3	-.199	.136	.866	-.56	.16
					4	.769*	.229	.006	.16	1.38

Dependent Variable		(I) Age		(J) Age		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
									Lower Bound	Upper Bound
			3	dimension3	1	-.087	.385	1.000	-1.11	.94
					2	.199	.136	.866	-.16	.56
					4	.969*	.239	.000	.33	1.60
			4	dimension3	1	-1.056	.427	.085	-2.19	.08
					2	-.769*	.229	.006	-1.38	-.16
					3	-.969*	.239	.000	-1.60	-.33
	PQ10	dimension2	1	dimension3	2	.885	.406	.183	-.20	1.97
					3	.430	.412	1.000	-.67	1.53
					4	.389	.457	1.000	-.83	1.61
			2	dimension3	1	-.885	.406	.183	-1.97	.20
					3	-.455*	.146	.012	-.84	-.07
					4	-.496	.246	.269	-1.15	.16
			3	dimension3	1	-.430	.412	1.000	-1.53	.67
					2	.455*	.146	.012	.07	.84
					4	-.041	.256	1.000	-.72	.64
			4	dimension3	1	-.389	.457	1.000	-1.61	.83
					2	.496	.246	.269	-.16	1.15
					3	.041	.256	1.000	-.64	.72
	PQ11	dimension2	1	dimension3	2	-1.141*	.390	.023	-2.18	-.10
					3	-1.439*	.396	.002	-2.49	-.38
					4	-.556	.439	1.000	-1.72	.61
			2	dimension3	1	1.141*	.390	.023	.10	2.18
					3	-.298	.140	.208	-.67	.08
					4	.585	.236	.083	-.04	1.21
			3	dimension3	1	1.439*	.396	.002	.38	2.49
					2	.298	.140	.208	-.08	.67
					4	.883*	.246	.002	.23	1.54
			4	dimension3	1	.556	.439	1.000	-.61	1.72
					2	-.585	.236	.083	-1.21	.04
					3	-.883*	.246	.002	-1.54	-.23
	PV1	dimension2	1	dimension3	2	-.226	.355	1.000	-1.17	.72
					3	-.430	.361	1.000	-1.39	.53
					4	.333	.400	1.000	-.73	1.40

Dependent Variable		(I) Age		(J) Age		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
									Lower Bound	Upper Bound
			2	dimension3	1	.226	.355	1.000	-.72	1.17
					3	-.203	.128	.680	-.54	.14
					4	.560	.215	.059	-.01	1.13
			3	dimension3	1	.430	.361	1.000	-.53	1.39
					2	.203	.128	.680	-.14	.54
					4	.763*	.224	.005	.17	1.36
			4	dimension3	1	-.333	.400	1.000	-1.40	.73
					2	-.560	.215	.059	-1.13	.01
					3	-.763*	.224	.005	-1.36	-.17
	PV2	dimension2	1	dimension3	2	.594	.361	.608	-.37	1.56
					3	.401	.367	1.000	-.58	1.38
					4	1.444*	.407	.003	.36	2.53
			2	dimension3	1	-.594	.361	.608	-1.56	.37
					3	-.193	.130	.835	-.54	.15
					4	.850*	.218	.001	.27	1.43
			3	dimension3	1	-.401	.367	1.000	-1.38	.58
					2	.193	.130	.835	-.15	.54
					4	1.043*	.228	.000	.44	1.65
			4	dimension3	1	-1.444*	.407	.003	-2.53	-.36
					2	-.850*	.218	.001	-1.43	-.27
					3	-1.043*	.228	.000	-1.65	-.44
	PV3	dimension2	1	dimension3	2	.231	.383	1.000	-.79	1.25
					3	-.099	.389	1.000	-1.13	.94
					4	.778	.431	.437	-.37	1.93
			2	dimension3	1	-.231	.383	1.000	-1.25	.79
					3	-.329	.138	.106	-.70	.04
					4	.547	.232	.115	-.07	1.16
			3	dimension3	1	.099	.389	1.000	-.94	1.13
					2	.329	.138	.106	-.04	.70
					4	.876*	.241	.002	.23	1.52
			4	dimension3	1	-.778	.431	.437	-1.93	.37
					2	-.547	.232	.115	-1.16	.07
					3	-.876*	.241	.002	-1.52	-.23

Dependent Variable		(I) Age		(J) Age		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
									Lower Bound	Upper Bound
	PV4	dimension2	1	dimension3	2	-.363	.358	1.000	-1.32	.59
					3	-.683	.364	.370	-1.65	.29
					4	.111	.403	1.000	-.96	1.19
			2	dimension3	1	.363	.358	1.000	-.59	1.32
					3	-.320	.129	.082	-.66	.02
					4	.474	.217	.178	-.10	1.05
			3	dimension3	1	.683	.364	.370	-.29	1.65
					2	.320	.129	.082	-.02	.66
					4	.794*	.226	.003	.19	1.40
			4	dimension3	1	-.111	.403	1.000	-1.19	.96
					2	-.474	.217	.178	-1.05	.10
					3	-.794*	.226	.003	-1.40	-.19
	RPI2	dimension2	1	dimension3	2	-.440	.328	1.000	-1.31	.43
					3	-.354	.333	1.000	-1.24	.53
					4	.222	.369	1.000	-.76	1.20
			2	dimension3	1	.440	.328	1.000	-.43	1.31
					3	.086	.118	1.000	-.23	.40
					4	.662*	.198	.006	.13	1.19
			3	dimension3	1	.354	.333	1.000	-.53	1.24
					2	-.086	.118	1.000	-.40	.23
					4	.577*	.207	.034	.03	1.13
			4	dimension3	1	-.222	.369	1.000	-1.20	.76
					2	-.662*	.198	.006	-1.19	-.13
					3	-.577*	.207	.034	-1.13	-.03
	RPI3	dimension2	1	dimension3	2	.145	.321	1.000	-.71	1.00
					3	.127	.326	1.000	-.74	1.00
					4	.667	.362	.400	-.30	1.63
			2	dimension3	1	-.145	.321	1.000	-1.00	.71
					3	-.019	.115	1.000	-.33	.29
					4	.521*	.194	.047	.00	1.04
			3	dimension3	1	-.127	.326	1.000	-1.00	.74
					2	.019	.115	1.000	-.29	.33
					4	.540*	.202	.050	.00	1.08

Dependent Variable		(I) Age		(J) Age		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
									Lower Bound	Upper Bound
			4	dimension3	1	-.667	.362	.400	-1.63	.30
					2	-.521*	.194	.047	-1.04	.00
					3	-.540*	.202	.050	-1.08	.00
*. The mean difference is significant at the 0.05 level.										

Appendix G: Hypotheses Testing (Education)

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
PQ8	1	10	2.80	1.229	.389	1.92	3.68	1	5
	2	144	3.85	.828	.069	3.72	3.99	1	5
	3	58	3.67	.825	.108	3.46	3.89	1	5
	Total	212	3.75	.874	.060	3.64	3.87	1	5
PQ11	1	10	2.30	1.160	.367	1.47	3.13	1	4
	2	144	3.33	.946	.079	3.18	3.49	1	5
	3	58	3.48	.922	.121	3.24	3.73	1	5
	Total	212	3.33	.975	.067	3.19	3.46	1	5
CL3	1	10	3.70	.823	.260	3.11	4.29	3	5
	2	144	3.58	.928	.077	3.42	3.73	1	5
	3	58	3.22	.974	.128	2.97	3.48	1	5
	Total	212	3.49	.946	.065	3.36	3.61	1	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PQ8	Between Groups	10.932	2	5.466	7.600	.001
	Within Groups	150.313	209	.719		
	Total	161.245	211			
PQ11	Between Groups	11.960	2	5.980	6.627	.002
	Within Groups	188.583	209	.902		
	Total	200.542	211			
CL3	Between Groups	5.612	2	2.806	3.198	.043
	Within Groups	183.346	209	.877		
	Total	188.958	211			

Post Hoc Tests

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Education		(J) Education		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
								Lower Bound	Upper Bound
PQ8	dimension2	1	dimension3	2	-1.054*	.277	.001	-1.72	-.38
				3	-.872*	.290	.009	-1.57	-.17
		2	dimension3	1	1.054*	.277	.001	.38	1.72
				3	.182	.132	.509	-.14	.50
		3	dimension3	1	.872*	.290	.009	.17	1.57
				2	-.182	.132	.509	-.50	.14
PQ11	dimension2	1	dimension3	2	-1.033*	.311	.003	-1.78	-.28
				3	-1.183*	.325	.001	-1.97	-.40
		2	dimension3	1	1.033*	.311	.003	.28	1.78
				3	-.149	.148	.939	-.51	.21
		3	dimension3	1	1.183*	.325	.001	.40	1.97
				2	.149	.148	.939	-.21	.51
CL3	dimension2	1	dimension3	2	.124	.306	1.000	-.62	.86
				3	.476	.321	.418	-.30	1.25
		2	dimension3	1	-.124	.306	1.000	-.86	.62
				3	.352*	.146	.049	.00	.70
		3	dimension3	1	-.476	.321	.418	-1.25	.30
				2	-.352*	.146	.049	-.70	.00

Bonferroni

Appendix H: Hypotheses Testing (Monthly income)

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
PQ5	1	20	3.05	1.234	.276	2.47	3.63	1	5
	2	47	3.53	.929	.136	3.26	3.80	1	5
	3	54	3.91	.652	.089	3.73	4.09	2	5
	4	32	3.63	1.070	.189	3.24	4.01	1	5
	5	31	3.32	.979	.176	2.96	3.68	1	5
	6	28	3.46	.744	.141	3.18	3.75	2	5
	Total	212	3.56	.935	.064	3.43	3.68	1	5
PQ8	1	20	3.35	1.226	.274	2.78	3.92	1	5
	2	47	3.40	.876	.128	3.15	3.66	1	5
	3	54	3.93	.797	.109	3.71	4.14	2	5
	4	32	3.81	.821	.145	3.52	4.11	1	5
	5	31	4.06	.629	.113	3.83	4.30	2	5
	6	28	3.89	.786	.149	3.59	4.20	2	5
	Total	212	3.75	.874	.060	3.64	3.87	1	5
PQ9	1	20	3.25	1.164	.260	2.71	3.79	1	5
	2	47	3.57	.801	.117	3.34	3.81	1	5
	3	54	3.83	.666	.091	3.65	4.02	2	5
	4	32	3.84	.847	.150	3.54	4.15	1	5
	5	31	4.03	.795	.143	3.74	4.32	2	5
	6	28	3.79	.787	.149	3.48	4.09	2	5
	Total	212	3.75	.833	.057	3.63	3.86	1	5
PQ10	1	20	3.20	1.322	.296	2.58	3.82	1	5
	2	47	3.66	1.109	.162	3.33	3.99	1	5
	3	54	3.80	.786	.107	3.58	4.01	2	5
	4	32	3.94	.914	.162	3.61	4.27	1	5
	5	31	4.26	.729	.131	3.99	4.53	2	5
	6	28	4.07	1.016	.192	3.68	4.47	2	5
	Total	212	3.83	.996	.068	3.70	3.97	1	5

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
PV1	1	20	3.40	1.046	.234	2.91	3.89	1	5
	2	47	3.70	.720	.105	3.49	3.91	2	5
	3	54	3.94	.811	.110	3.72	4.17	2	5
	4	32	3.97	.967	.171	3.62	4.32	2	5
	5	31	3.84	.779	.140	3.55	4.12	3	5
	6	28	3.29	.854	.161	2.95	3.62	2	5
	Total	212	3.74	.867	.060	3.62	3.86	1	5
PV2	1	20	3.50	.827	.185	3.11	3.89	2	5
	2	47	3.98	.872	.127	3.72	4.23	2	5
	3	54	4.09	.896	.122	3.85	4.34	2	5
	4	32	4.31	.821	.145	4.02	4.61	2	5
	5	31	3.84	.779	.140	3.55	4.12	3	5
	6	28	3.39	.956	.181	3.02	3.76	1	5
	Total	212	3.92	.904	.062	3.79	4.04	1	5
PV3	1	20	3.35	1.040	.233	2.86	3.84	1	5
	2	47	3.89	.814	.119	3.65	4.13	2	5
	3	54	4.02	.835	.114	3.79	4.25	2	5
	4	32	4.16	1.019	.180	3.79	4.52	1	5
	5	31	3.65	1.170	.210	3.22	4.07	2	5
	6	28	3.61	.685	.130	3.34	3.87	2	5
	Total	212	3.84	.940	.065	3.71	3.97	1	5
CL1	1	20	2.95	1.146	.256	2.41	3.49	1	5
	2	47	3.74	.706	.103	3.54	3.95	2	5
	3	54	3.76	.699	.095	3.57	3.95	2	5
	4	32	3.56	.878	.155	3.25	3.88	2	5
	5	31	3.58	.672	.121	3.33	3.83	2	5
	6	28	3.93	.766	.145	3.63	4.23	2	5
	Total	212	3.65	.816	.056	3.54	3.76	1	5
CL2	1	20	3.15	1.309	.293	2.54	3.76	1	5
	2	47	3.85	.780	.114	3.62	4.08	1	5
	3	54	3.72	.763	.104	3.51	3.93	2	5
	4	32	3.63	1.008	.178	3.26	3.99	1	5
	5	31	3.00	1.390	.250	2.49	3.51	1	5
	6	28	3.93	.979	.185	3.55	4.31	1	5
	Total	212	3.60	1.041	.072	3.46	3.74	1	5

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
CL4	1	20	3.40	1.046	.234	2.91	3.89	2	5
	2	47	3.85	.691	.101	3.65	4.05	1	5
	3	54	3.91	.708	.096	3.71	4.10	1	5
	4	32	3.69	.998	.176	3.33	4.05	1	5
	5	31	2.97	1.224	.220	2.52	3.42	1	5
	6	28	3.46	.881	.167	3.12	3.81	1	5
	Total	212	3.62	.944	.065	3.49	3.75	1	5
RPI1	1	20	3.20	1.056	.236	2.71	3.69	1	5
	2	47	3.98	.707	.103	3.77	4.19	2	5
	3	54	3.81	.617	.084	3.65	3.98	3	5
	4	32	3.72	.888	.157	3.40	4.04	1	5
	5	31	3.84	.688	.124	3.59	4.09	3	5
	6	28	4.04	.962	.182	3.66	4.41	1	5
	Total	212	3.81	.810	.056	3.70	3.92	1	5
RPI3	1	20	3.40	1.142	.255	2.87	3.93	1	5
	2	47	4.00	.659	.096	3.81	4.19	2	5
	3	54	4.02	.532	.072	3.87	4.16	2	5
	4	32	3.94	.878	.155	3.62	4.25	2	5
	5	31	3.55	.675	.121	3.30	3.80	2	5
	6	28	3.61	.832	.157	3.28	3.93	1	5
	Total	212	3.82	.776	.053	3.72	3.93	1	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PQ5	Between Groups	13.893	5	2.779	3.359	.006
	Within Groups	170.428	206	.827		
	Total	184.321	211			
PQ8	Between Groups	14.248	5	2.850	3.993	.002
	Within Groups	146.997	206	.714		
	Total	161.245	211			
PQ9	Between Groups	9.605	5	1.921	2.896	.015
	Within Groups	136.640	206	.663		
	Total	146.245	211			

		Sum of Squares	df	Mean Square	F	Sig.
PQ10	Between Groups	17.042	5	3.408	3.653	.003
	Within Groups	192.180	206	.933		
	Total	209.222	211			
PV1	Between Groups	12.391	5	2.478	3.489	.005
	Within Groups	146.340	206	.710		
	Total	158.731	211			
PV2	Between Groups	18.209	5	3.642	4.863	.000
	Within Groups	154.263	206	.749		
	Total	172.472	211			
PV3	Between Groups	12.554	5	2.511	2.973	.013
	Within Groups	173.994	206	.845		
	Total	186.547	211			
CL1	Between Groups	13.430	5	2.686	4.356	.001
	Within Groups	127.037	206	.617		
	Total	140.467	211			
CL2	Between Groups	22.019	5	4.404	4.389	.001
	Within Groups	206.698	206	1.003		
	Total	228.717	211			
CL4	Between Groups	21.950	5	4.390	5.445	.000
	Within Groups	166.102	206	.806		
	Total	188.052	211			
RPI1	Between Groups	10.499	5	2.100	3.381	.006
	Within Groups	127.953	206	.621		
	Total	138.453	211			
RPI3	Between Groups	11.176	5	2.235	3.969	.002
	Within Groups	116.012	206	.563		
	Total	127.189	211			

Post Hoc Tests

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Monthly_income		(J) Monthly_income		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
								Lower Bound	Upper Bound
PQ5	dimension2	1	dimension3	2	-.482	.243	.728	-1.20	.24
				3	-.857*	.238	.006	-1.56	-.15
				4	-.575	.259	.415	-1.34	.19
				5	-.273	.261	1.000	-1.05	.50
				6	-.414	.266	1.000	-1.21	.38
		2	dimension3	1	.482	.243	.728	-.24	1.20
				3	-.375	.181	.596	-.91	.16
				4	-.093	.208	1.000	-.71	.53
				5	.209	.210	1.000	-.42	.83
				6	.068	.217	1.000	-.58	.71
		3	dimension3	1	.857*	.238	.006	.15	1.56
				2	.375	.181	.596	-.16	.91
				4	.282	.203	1.000	-.32	.89
				5	.585	.205	.072	-.02	1.19
				6	.443	.212	.565	-.19	1.07
		4	dimension3	1	.575	.259	.415	-.19	1.34
				2	.093	.208	1.000	-.53	.71
				3	-.282	.203	1.000	-.89	.32
				5	.302	.229	1.000	-.38	.98
				6	.161	.235	1.000	-.54	.86
		5	dimension3	1	.273	.261	1.000	-.50	1.05
				2	-.209	.210	1.000	-.83	.42
				3	-.585	.205	.072	-1.19	.02
				4	-.302	.229	1.000	-.98	.38
				6	-.142	.237	1.000	-.85	.56
		6	dimension3	1	.414	.266	1.000	-.38	1.21
				2	-.068	.217	1.000	-.71	.58

Dependent Variable	(I) Monthly_income		(J) Monthly_income		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
								Lower Bound	Upper Bound
				3	-.443	.212	.565	-1.07	.19
				4	-.161	.235	1.000	-.86	.54
				5	.142	.237	1.000	-.56	.85
PQ8	dimension2	1	dimension3	2	-.054	.226	1.000	-.72	.62
				3	-.576	.221	.148	-1.23	.08
				4	-.462	.241	.842	-1.18	.25
				5	-.715	.242	.053	-1.43	.01
				6	-.543	.247	.439	-1.28	.19
		2	dimension3	1	.054	.226	1.000	-.62	.72
				3	-.522*	.169	.034	-1.02	-.02
				4	-.408	.194	.543	-.98	.17
				5	-.660*	.195	.013	-1.24	-.08
				6	-.489	.202	.244	-1.09	.11
		3	dimension3	1	.576	.221	.148	-.08	1.23
				2	.522*	.169	.034	.02	1.02
				4	.113	.188	1.000	-.45	.67
				5	-.139	.190	1.000	-.70	.43
				6	.033	.197	1.000	-.55	.62
		4	dimension3	1	.462	.241	.842	-.25	1.18
				2	.408	.194	.543	-.17	.98
				3	-.113	.188	1.000	-.67	.45
				5	-.252	.213	1.000	-.88	.38
				6	-.080	.219	1.000	-.73	.57
		5	dimension3	1	.715	.242	.053	-.01	1.43
				2	.660*	.195	.013	.08	1.24
				3	.139	.190	1.000	-.43	.70
				4	.252	.213	1.000	-.38	.88
				6	.172	.220	1.000	-.48	.83
		6	dimension3	1	.543	.247	.439	-.19	1.28
				2	.489	.202	.244	-.11	1.09
				3	-.033	.197	1.000	-.62	.55
				4	.080	.219	1.000	-.57	.73
				5	-.172	.220	1.000	-.83	.48

Dependent Variable	(I) Monthly_income		(J) Monthly_income		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
								Lower Bound	Upper Bound
PQ9	dimension2	1	dimension3	2	-.324	.217	1.000	-.97	.32
				3	-.583	.213	.101	-1.22	.05
				4	-.594	.232	.169	-1.28	.10
				5	-.782*	.234	.014	-1.48	-.09
				6	-.536	.238	.386	-1.24	.17
		2	dimension3	1	.324	.217	1.000	-.32	.97
				3	-.259	.162	1.000	-.74	.22
				4	-.269	.187	1.000	-.82	.29
				5	-.458	.188	.240	-1.02	.10
				6	-.211	.194	1.000	-.79	.37
		3	dimension3	1	.583	.213	.101	-.05	1.22
				2	.259	.162	1.000	-.22	.74
				4	-.010	.182	1.000	-.55	.53
				5	-.199	.184	1.000	-.74	.35
				6	.048	.190	1.000	-.52	.61
		4	dimension3	1	.594	.232	.169	-.10	1.28
				2	.269	.187	1.000	-.29	.82
				3	.010	.182	1.000	-.53	.55
				5	-.189	.205	1.000	-.80	.42
				6	.058	.211	1.000	-.57	.68
		5	dimension3	1	.782*	.234	.014	.09	1.48
				2	.458	.188	.240	-.10	1.02
				3	.199	.184	1.000	-.35	.74
				4	.189	.205	1.000	-.42	.80
				6	.247	.212	1.000	-.38	.88
		6	dimension3	1	.536	.238	.386	-.17	1.24
				2	.211	.194	1.000	-.37	.79
				3	-.048	.190	1.000	-.61	.52
				4	-.058	.211	1.000	-.68	.57
				5	-.247	.212	1.000	-.88	.38
PQ10	dimension2	1	dimension3	2	-.460	.258	1.000	-1.23	.31
				3	-.596	.253	.289	-1.35	.15

Dependent Variable	(I) Monthly_income		(J) Monthly_income		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
								Lower Bound	Upper Bound
				4	-.737	.275	.120	-1.56	.08
				5	-1.058*	.277	.003	-1.88	-.24
				6	-.871*	.283	.035	-1.71	-.03
		2	dimension3	1	.460	.258	1.000	-.31	1.23
				3	-.137	.193	1.000	-.71	.44
				4	-.278	.221	1.000	-.94	.38
				5	-.598	.223	.120	-1.26	.07
				6	-.412	.231	1.000	-1.10	.27
		3	dimension3	1	.596	.253	.289	-.15	1.35
				2	.137	.193	1.000	-.44	.71
				4	-.141	.215	1.000	-.78	.50
				5	-.462	.218	.526	-1.11	.18
				6	-.275	.225	1.000	-.94	.39
		4	dimension3	1	.737	.275	.120	-.08	1.56
				2	.278	.221	1.000	-.38	.94
				3	.141	.215	1.000	-.50	.78
				5	-.321	.243	1.000	-1.04	.40
				6	-.134	.250	1.000	-.88	.61
		5	dimension3	1	1.058*	.277	.003	.24	1.88
				2	.598	.223	.120	-.07	1.26
				3	.462	.218	.526	-.18	1.11
				4	.321	.243	1.000	-.40	1.04
				6	.187	.252	1.000	-.56	.93
		6	dimension3	1	.871*	.283	.035	.03	1.71
				2	.412	.231	1.000	-.27	1.10
				3	.275	.225	1.000	-.39	.94
				4	.134	.250	1.000	-.61	.88
				5	-.187	.252	1.000	-.93	.56
PV1	dimension2	1	dimension3	2	-.302	.225	1.000	-.97	.37
				3	-.544	.221	.216	-1.20	.11
				4	-.569	.240	.283	-1.28	.14
				5	-.439	.242	1.000	-1.16	.28
				6	.114	.247	1.000	-.62	.85

Dependent Variable	(I) Monthly_income		(J) Monthly_income		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
								Lower Bound	Upper Bound
		2	dimension3	1	.302	.225	1.000	-.37	.97
				3	-.242	.168	1.000	-.74	.26
				4	-.267	.193	1.000	-.84	.31
				5	-.137	.195	1.000	-.72	.44
				6	.416	.201	.596	-.18	1.01
		3	dimension3	1	.544	.221	.216	-.11	1.20
				2	.242	.168	1.000	-.26	.74
				4	-.024	.188	1.000	-.58	.53
				5	.106	.190	1.000	-.46	.67
				6	.659*	.196	.014	.08	1.24
		4	dimension3	1	.569	.240	.283	-.14	1.28
				2	.267	.193	1.000	-.31	.84
				3	.024	.188	1.000	-.53	.58
				5	.130	.212	1.000	-.50	.76
				6	.683*	.218	.030	.04	1.33
		5	dimension3	1	.439	.242	1.000	-.28	1.16
				2	.137	.195	1.000	-.44	.72
				3	-.106	.190	1.000	-.67	.46
				4	-.130	.212	1.000	-.76	.50
				6	.553	.220	.189	-.10	1.21
		6	dimension3	1	-.114	.247	1.000	-.85	.62
				2	-.416	.201	.596	-1.01	.18
				3	-.659*	.196	.014	-1.24	-.08
				4	-.683*	.218	.030	-1.33	-.04
				5	-.553	.220	.189	-1.21	.10
PV2	dimension2	1	dimension3	2	-.479	.231	.592	-1.16	.21
				3	-.593	.227	.143	-1.27	.08
				4	-.813*	.247	.017	-1.55	-.08
				5	-.339	.248	1.000	-1.08	.40
				6	.107	.253	1.000	-.65	.86
		2	dimension3	1	.479	.231	.592	-.21	1.16
				3	-.114	.173	1.000	-.63	.40

Dependent Variable	(I) Monthly_income		(J) Monthly_income		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
								Lower Bound	Upper Bound
				4	-.334	.198	1.000	-.92	.26
				5	.140	.200	1.000	-.45	.73
				6	.586	.207	.075	-.03	1.20
		3	dimension3	1	.593	.227	.143	-.08	1.27
				2	.114	.173	1.000	-.40	.63
				4	-.220	.193	1.000	-.79	.35
				5	.254	.195	1.000	-.33	.83
				6	.700*	.202	.009	.10	1.30
		4	dimension3	1	.813*	.247	.017	.08	1.55
				2	.334	.198	1.000	-.26	.92
				3	.220	.193	1.000	-.35	.79
				5	.474	.218	.464	-.17	1.12
				6	.920*	.224	.001	.25	1.58
		5	dimension3	1	.339	.248	1.000	-.40	1.08
				2	-.140	.200	1.000	-.73	.45
				3	-.254	.195	1.000	-.83	.33
				4	-.474	.218	.464	-1.12	.17
				6	.446	.226	.742	-.22	1.12
		6	dimension3	1	-.107	.253	1.000	-.86	.65
				2	-.586	.207	.075	-1.20	.03
				3	-.700*	.202	.009	-1.30	-.10
				4	-.920*	.224	.001	-1.58	-.25
				5	-.446	.226	.742	-1.12	.22
PV3	dimension2	1	dimension3	2	-.544	.245	.417	-1.27	.19
				3	-.669	.241	.089	-1.38	.05
				4	-.806*	.262	.036	-1.58	-.03
				5	-.295	.264	1.000	-1.08	.49
				6	-.257	.269	1.000	-1.06	.54
		2	dimension3	1	.544	.245	.417	-.19	1.27
				3	-.125	.183	1.000	-.67	.42
				4	-.263	.211	1.000	-.89	.36
				5	.248	.213	1.000	-.38	.88
				6	.286	.219	1.000	-.37	.94

Dependent Variable	(I) Monthly_income		(J) Monthly_income		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
								Lower Bound	Upper Bound
		3	dimension3	1	.669	.241	.089	-.05	1.38
				2	.125	.183	1.000	-.42	.67
				4	-.138	.205	1.000	-.75	.47
				5	.373	.207	1.000	-.24	.99
				6	.411	.214	.840	-.22	1.05
		4	dimension3	1	.806*	.262	.036	.03	1.58
				2	.263	.211	1.000	-.36	.89
				3	.138	.205	1.000	-.47	.75
				5	.511	.232	.427	-.18	1.20
				6	.549	.238	.329	-.16	1.26
		5	dimension3	1	.295	.264	1.000	-.49	1.08
				2	-.248	.213	1.000	-.88	.38
				3	-.373	.207	1.000	-.99	.24
				4	-.511	.232	.427	-1.20	.18
				6	.038	.240	1.000	-.67	.75
		6	dimension3	1	.257	.269	1.000	-.54	1.06
				2	-.286	.219	1.000	-.94	.37
				3	-.411	.214	.840	-1.05	.22
				4	-.549	.238	.329	-1.26	.16
				5	-.038	.240	1.000	-.75	.67
CL1	dimension2	1	dimension3	2	-.795*	.210	.003	-1.42	-.17
				3	-.809*	.206	.002	-1.42	-.20
				4	-.612	.224	.101	-1.28	.05
				5	-.631	.225	.084	-1.30	.04
				6	-.979*	.230	.000	-1.66	-.30
		2	dimension3	1	.795*	.210	.003	.17	1.42
				3	-.015	.157	1.000	-.48	.45
				4	.182	.180	1.000	-.35	.72
				5	.164	.182	1.000	-.38	.70
				6	-.184	.187	1.000	-.74	.37
		3	dimension3	1	.809*	.206	.002	.20	1.42
				2	.015	.157	1.000	-.45	.48

Dependent Variable	(I) Monthly_income		(J) Monthly_income		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
								Lower Bound	Upper Bound
				4	.197	.175	1.000	-.32	.72
				5	.179	.177	1.000	-.35	.70
				6	-.169	.183	1.000	-.71	.37
		4	dimension3	1	.612	.224	.101	-.05	1.28
				2	-.182	.180	1.000	-.72	.35
				3	-.197	.175	1.000	-.72	.32
				5	-.018	.198	1.000	-.61	.57
				6	-.366	.203	1.000	-.97	.24
		5	dimension3	1	.631	.225	.084	-.04	1.30
				2	-.164	.182	1.000	-.70	.38
				3	-.179	.177	1.000	-.70	.35
				4	.018	.198	1.000	-.57	.61
				6	-.348	.205	1.000	-.96	.26
		6	dimension3	1	.979*	.230	.000	.30	1.66
				2	.184	.187	1.000	-.37	.74
				3	.169	.183	1.000	-.37	.71
				4	.366	.203	1.000	-.24	.97
				5	.348	.205	1.000	-.26	.96
CL2	dimension2	1	dimension3	2	-.701	.267	.141	-1.50	.09
				3	-.572	.262	.453	-1.35	.21
				4	-.475	.286	1.000	-1.32	.37
				5	.150	.287	1.000	-.70	1.00
				6	-.779	.293	.128	-1.65	.09
		2	dimension3	1	.701	.267	.141	-.09	1.50
				3	.129	.200	1.000	-.46	.72
				4	.226	.230	1.000	-.46	.91
				5	.851*	.232	.005	.16	1.54
				6	-.078	.239	1.000	-.79	.63
		3	dimension3	1	.572	.262	.453	-.21	1.35
				2	-.129	.200	1.000	-.72	.46
				4	.097	.223	1.000	-.57	.76
				5	.722*	.226	.024	.05	1.39
				6	-.206	.233	1.000	-.90	.49

Dependent Variable	(I) Monthly_income		(J) Monthly_income		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
								Lower Bound	Upper Bound
		4	dimension3	1	.475	.286	1.000	-.37	1.32
				2	-.226	.230	1.000	-.91	.46
				3	-.097	.223	1.000	-.76	.57
				5	.625	.252	.211	-.12	1.37
				6	-.304	.259	1.000	-1.07	.47
		5	dimension3	1	-.150	.287	1.000	-1.00	.70
				2	-.851*	.232	.005	-1.54	-.16
				3	-.722*	.226	.024	-1.39	-.05
				4	-.625	.252	.211	-1.37	.12
				6	-.929*	.261	.007	-1.70	-.15
		6	dimension3	1	.779	.293	.128	-.09	1.65
				2	.078	.239	1.000	-.63	.79
				3	.206	.233	1.000	-.49	.90
				4	.304	.259	1.000	-.47	1.07
				5	.929*	.261	.007	.15	1.70
CL4	dimension2	1	dimension3	2	-.451	.240	.920	-1.16	.26
				3	-.507	.235	.480	-1.21	.19
				4	-.288	.256	1.000	-1.05	.47
				5	.432	.258	1.000	-.33	1.20
				6	-.064	.263	1.000	-.85	.72
		2	dimension3	1	.451	.240	.920	-.26	1.16
				3	-.056	.179	1.000	-.59	.48
				4	.164	.206	1.000	-.45	.77
				5	.883*	.208	.000	.27	1.50
				6	.387	.214	1.000	-.25	1.02
		3	dimension3	1	.507	.235	.480	-.19	1.21
				2	.056	.179	1.000	-.48	.59
				4	.220	.200	1.000	-.38	.81
				5	.940*	.202	.000	.34	1.54
				6	.443	.209	.529	-.18	1.06
		4	dimension3	1	.288	.256	1.000	-.47	1.05
				2	-.164	.206	1.000	-.77	.45

Dependent Variable	(I) Monthly_income		(J) Monthly_income		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
								Lower Bound	Upper Bound
				3	-.220	.200	1.000	-.81	.38
				5	.720*	.226	.025	.05	1.39
				6	.223	.232	1.000	-.47	.91
		5	dimension3	1	-.432	.258	1.000	-1.20	.33
				2	-.883*	.208	.000	-1.50	-.27
				3	-.940*	.202	.000	-1.54	-.34
				4	-.720*	.226	.025	-1.39	-.05
				6	-.497	.234	.527	-1.19	.20
		6	dimension3	1	.064	.263	1.000	-.72	.85
				2	-.387	.214	1.000	-1.02	.25
				3	-.443	.209	.529	-1.06	.18
				4	-.223	.232	1.000	-.91	.47
				5	.497	.234	.527	-.20	1.19
RPI1	dimension2	1	dimension3	2	-.779*	.210	.004	-1.40	-.15
				3	-.615*	.206	.048	-1.23	.00
				4	-.519	.225	.329	-1.19	.15
				5	-.639	.226	.078	-1.31	.03
				6	-.836*	.231	.006	-1.52	-.15
		2	dimension3	1	.779*	.210	.004	.15	1.40
				3	.164	.157	1.000	-.30	.63
				4	.260	.181	1.000	-.28	.80
				5	.140	.182	1.000	-.40	.68
				6	-.057	.188	1.000	-.62	.50
		3	dimension3	1	.615*	.206	.048	.00	1.23
				2	-.164	.157	1.000	-.63	.30
				4	.096	.176	1.000	-.43	.62
				5	-.024	.178	1.000	-.55	.50
				6	-.221	.184	1.000	-.77	.32
		4	dimension3	1	.519	.225	.329	-.15	1.19
				2	-.260	.181	1.000	-.80	.28
				3	-.096	.176	1.000	-.62	.43
				5	-.120	.199	1.000	-.71	.47
				6	-.317	.204	1.000	-.92	.29

Dependent Variable	(I) Monthly_income		(J) Monthly_income		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
								Lower Bound	Upper Bound
		5	dimension3	1	.639	.226	.078	-.03	1.31
				2	-.140	.182	1.000	-.68	.40
				3	.024	.178	1.000	-.50	.55
				4	.120	.199	1.000	-.47	.71
				6	-.197	.205	1.000	-.81	.41
		6	dimension3	1	.836*	.231	.006	.15	1.52
				2	.057	.188	1.000	-.50	.62
				3	.221	.184	1.000	-.32	.77
				4	.317	.204	1.000	-.29	.92
				5	.197	.205	1.000	-.41	.81
RPI3	dimension2	1	dimension3	2	-.600*	.200	.046	-1.20	.00
				3	-.619*	.196	.028	-1.20	-.04
				4	-.538	.214	.191	-1.17	.10
				5	-.148	.215	1.000	-.79	.49
				6	-.207	.220	1.000	-.86	.45
		2	dimension3	1	.600*	.200	.046	.00	1.20
				3	-.019	.150	1.000	-.46	.43
				4	.063	.172	1.000	-.45	.57
				5	.452	.174	.150	-.06	.97
				6	.393	.179	.442	-.14	.92
		3	dimension3	1	.619*	.196	.028	.04	1.20
				2	.019	.150	1.000	-.43	.46
				4	.081	.167	1.000	-.42	.58
				5	.470	.169	.089	-.03	.97
				6	.411	.175	.293	-.11	.93
		4	dimension3	1	.538	.214	.191	-.10	1.17
				2	-.063	.172	1.000	-.57	.45
				3	-.081	.167	1.000	-.58	.42
				5	.389	.189	.613	-.17	.95
				6	.330	.194	1.000	-.25	.91
		5	dimension3	1	.148	.215	1.000	-.49	.79
				2	-.452	.174	.150	-.97	.06

Dependent Variable	(I) Monthly_income		(J) Monthly_income		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
								Lower Bound	Upper Bound
				3	-.470	.169	.089	-.97	.03
				4	-.389	.189	.613	-.95	.17
				6	-.059	.196	1.000	-.64	.52
		6	dimension3	1	.207	.220	1.000	-.45	.86
				2	-.393	.179	.442	-.92	.14
				3	-.411	.175	.293	-.93	.11
				4	-.330	.194	1.000	-.91	.25
				5	.059	.196	1.000	-.52	.64